

Weather:
Fair, Cold
● High—67.
● Low—29

THE DAILY TEXAN

Student Newspaper at The University of

Eight Will
Choose Next
Chairman, Page 8 ●

Vol. 66

Price Five Cents

AUSTIN, TEXAS, THURSDAY, NOV.

Twelve Pages Today

No. 62

Becomes Effective Dec. 1

Board Chairman Heath Tenders Resignation

By KATHY STEPHENSON
and KEN BATT

W. W. Heath, chairman of the Board of Regents of the University, announced his resignation from that position Wednesday.

His resignation will be effective Dec. 1, the date marking the fourth anniversary of his election as chairman and the eighth anniversary of his appointment to the Board by former Gov. Price Daniel in 1958.

"These have been eight exciting years," Heath said. "They have been most rewarding and yet ever increasingly time consuming."

He commented that while business and professional commitments in the months ahead make it impossible for him to give the time required of the chairman, his interest in the University will continue unabated and he will continue to work for the University in whatever manner circumstances may permit.

Heath expressed pride in the academic strides that the University has made during his term as Chairman of the Board of

Regents. Although he will not be chairman of the Board, he hopes to see the University emphasizing teaching rather than research for professors in the future.

"I am glad to see a growing interest among many of our faculty in teaching," he said. "I think research is wonderful, but I feel the primary purpose in an institution of higher learning is to educate the students. Increasing knowledge is important, but I think what is more important is to teach that which we already know to students."

Integration without incident at the University is one of the things Heath is most proud of, he said.

"We had people who said we went too slow, and people who said we went too fast," he said. "But we went ahead in spite of pressure . . . without violence, bloodshed, troops, or major incident, as in some other universities."

Heath, an Austin attorney, has been a champion of academic freedom.

In 1964 he pointed out to the fact that in the time he had been on the Board there had been no major incidents concerning this issue.

"Never has there been a time during

these six years when a man has been punished in any way for speaking and writing his convictions," he said.

Supporting students desiring controversial speakers on campus, Heath said, "As long as there is a reasonable effort to balance such controversial speakers and if people have something to say, you've got to defend a person's right to say it."

"Judge Heath's chairmanship has made history both at The University of Texas and in public education. I am not aware of any university trustee in the United States who has worked harder for his institution or has accomplished more. He is a fine example of a new concept of governing board membership because he has been absolutely true to his own principles and at the same time completely devoted to the interests of the University and the state. The administration owes him a great debt for both official and personal understanding and support." —Harry H. Ransom, chancellor of the University.

In 1963 he advocated opening meetings of the Board of Regents, formerly closed, to the public. Public business should be

publicly transacted, he said, in order that both the results and the reasons may be known.

"During my four years on the Board, I have voted 'no' many more times than any other member," he said. "A member dissenting on any matter is entitled to have the public know of his dissent and his reasons therefor."

Heath, 62, has been actively involved in public service for the State of Texas since he was 20 years old.

Graduating from high school three years early, Heath, who attended the University School of Law, found his youth could be a hindrance. He had to go to court to get disabilities of a minor removed so that he could take the bar exam required before running for county attorney in Grimes County. He succeeded and was elected at the age of 20. A year later, at 21, he was elected County Judge of Grimes.

Accepting appointment as Secretary of State for Texas under former Governor Miriam A. Ferguson in 1933, the 29-year-old public official moved to Austin. Later he became Assistant Attorney General in charge of insurance affairs.

In 1957 he became a member of the State Board for Hospitals and Special Schools at the request of former Gov. Daniel.

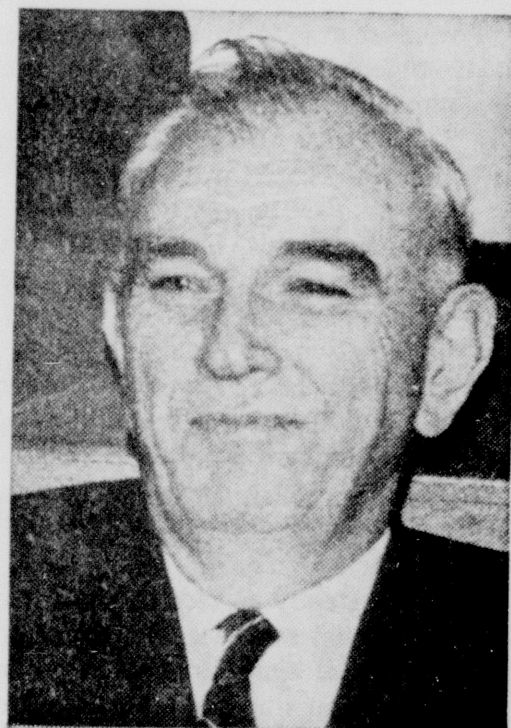
"His contribution to human welfare and his qualifications earned in business and legal affairs are especially applicable to the duties of the state," Daniel said at that time.

Heath subsequently was appointed to the University Board of Regents, and his dedication and hard work led him to be elected chairman in December, 1962.

"For any man who has the ability," Heath said, "there is no greater reward than to assist in the progress of a school, particularly his alma mater."

Looking beyond what the Board has been able to accomplish during the years he has been a member, Heath sees many major goals.

"Paramount among these needs is that for one university which serves the entire state and which reaches the stature and comprehensiveness of the very best in this nation. That is the role of The University of Texas."



W. W. Heath
... "eight exciting years."

British Parliament Member Discusses European Politics

By DAVID DEVOSS

Of The Daily Texan Staff

Nations are not inherently good or vicious, Anthony Kershaw, conservative British member of Parliament, said Wednesday night. Their policy stands merely reflect the nature of the times.

Kershaw, in a speech sponsored by the University Department of Government, said



Anthony Kershaw
... Europeans suffer "complex."

Chancellor Erhard May Quit Position

By the Associated Press

Bonn, Germany

Chancellor Ludwig Erhard, beset by a crisis generated in part by difficulty in finding money to fulfill promises to buy arms in the United States, said Wednesday he will resign if necessary.

Some leaders of the party, the Christian Democrats, have urged him to quit. Though Erhard was West Germany's most popular politician when he succeeded Konrad Adenauer as chancellor Oct. 16, 1963, he has been sliding downhill politically for several weeks.

New taxes are considered necessary to patch a hole in the 1967 budget, a shortage of revenues estimated to range from the equivalent of \$725 million to a billion dollars.

At least \$450 million is needed to complete promises to buy arms in the United States. Such purchases help to offset the dollar drain in the maintenance of American armed forces in Germany.

A squabble over the taxes led to the resignation of four Free Democratic party ministers from Erhard's coalition government last week, leaving only Christian Democrats at the helm. They lack a majority in Parliament and it is uncertain whether new levies can be approved.

Erhard, now 69, told a closed-door meeting of party leaders that he would not stand in the way of formation of a new government.

Will Rasner, the Christian Democrat floor manager of the Bundestag, relayed that statement to newsmen after a caucus of the party's Bundestag membership.

Then Erhard showed up before the newsmen and repeated it. The plump former economics minister was his usual serious self, but did not seem especially depressed.

that Europeans suffer from an "inferiority complex" as the result of US power displayed in the Marshall Plan and the establishment of NATO.

STRESSING THE NEED for unity among the European nations, Kershaw pointed out that 10 years ago it was Britain, not France, that vetoed European unification. "We (Britain) now realize that we were wrong," he said. Our focus was toward America and the Commonwealth. We had won the war not because we were part of Europe, but because we were not a part of it."

The defeated European nations realized that a change was needed, Kershaw said, because their governments had let them down during the war. Britain, on the other hand, who had enjoyed peaceful relations with the US for more than 100 years, felt no need to join.

SPECIAL RELATIONSHIPS — whatever that means—were developed between the two countries beyond Britain to feel that if trouble arose the US might be able to pull our chestnuts out of the fire," the Oxford scholar explained.

Kershaw, British delegate to the October NATO Parliamentarians' Conference in New York, asserted that Europe today is divided into two blocks, resulting from General De Gaulle's opposition to England's inclusion in the Common Market.

"De Gaulle dislikes America just as much as he does England," Kershaw said. "He feels that if England were to enter the Common Market, a Trojan Horse situation would result. As soon as Britain got in, the sides of the horse would fall down and Americans would pour out."

"UNITY CAN'T BE ACHIEVED while De Gaulle is alive, but I have reason to believe that he will die. Until that time we must have hope," Kershaw added.

On the subject of reserve currencies, Kershaw said Continental Europeans don't realize that this problem is basic to the liquidity of world trade.

"Dollars and pounds are used to finance this trade because they are in supply," the British politician said. "If the pound were to lose value," Kershaw continued, "all the financing of international trade would fall on the dollar, and there aren't enough dollars to maintain all world trade."

FRANCE DOESN'T SEEM to understand this. When they get money they go to Fort Knox and exchange it for gold, which they hide under General De Gaulle's bed," he pointed out amid laughs from the audience. "When this happens gold reserves decline."

Besides the modern day problems in dollar diplomacy, NATO involvement is often debated on the European continent, Kershaw, a recipient of Britain's Military Cross, explained that the complete success of NATO has removed its need for existence.

"Many Europeans feel there is no military threat now that Russia has been contained," he said. "Ivan Go Home," signs written on railroad bridges lead many political observers to feel that the Warsaw Pact is breaking up.

"AS YOU KNOW," Kershaw said, "Nuclear weapons are psychological, not military. The changing US attitude on nuclear retaliation has confused many Europeans. This doctrine used to be based on massive retaliation, but now it is based on flexible response."

Under the flexible response idea, the US, in the event of a nuclear weapon being used to destroy a warship, would destroy Russian property of comparable value. NATO members are not sure what the US reaction would be to a Soviet bomb dropped on European soil.

Johnson Returns to Washington D. C. With Unity Call for Viet Nam Cause

By the Associated Press

Washington

President Johnson returned from his marathon mission to the Far East on Wednesday night with an appeal for "unity in the land" to travel successfully a long, difficult path to an honorable peace in Viet Nam.

"If our countrymen will stand with us," the President said, "if we will try to travel this difficult road together, I think that we will come out well in the end as America always has."

JOHNSON MADE only a bantering direct reference to the state and congressional elections six days away, but he summed up his homecoming speech with these words: "You know history and where there is a deep division in a land there is danger. Where there is unity in the land there is strength."

Vice-President Hubert H. Humphrey, the Cabinet, and a rain-dampened crowd turned out in part by the appeal of Democratic leaders, were at Dulles International Airport, 28 miles from Washington, to see Johnson's homecoming.

"I return much more confident and much more hopeful than when I left," the President said.

Johnson said he returned from the 17-day, 31,500-mile journey with an impres-

sion of unity among American allies in Asia.

THE PRESIDENT said he found solid unity at the seven-nation Manila conference on the war in Viet Nam.

"Those that are nearest the danger, closest to the aggression in Viet Nam, recognize it most clearly for what it really is," Johnson said, "a campaign to destroy and to conquer a small country."

"Each of us at the Manila conference rejected the voice of the appeaser and the heel of the aggressor," Johnson said in an arrival speech televised and broadcast nationally.

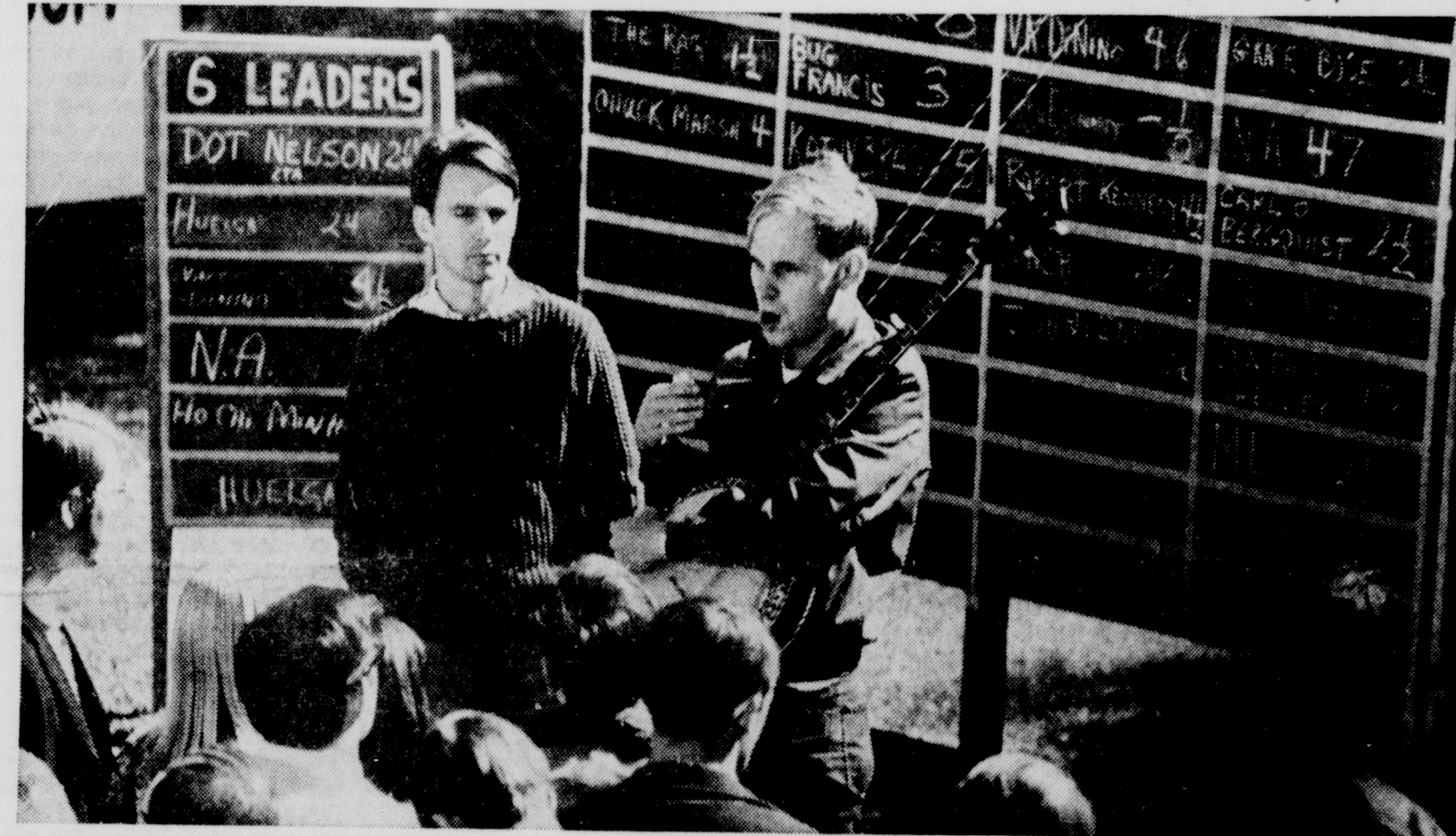
"WE AGREED that our goal is an honorable peace, just as soon as it can be obtained," he said.

"We look hopefully to the day when our adversaries will join with us in a different kind of war, a war against hunger and illiteracy and disease."

Johnson said he saw in Viet Nam men fresh from the foxholes; and in Korea, Americans guarding an almost forgotten front.

"BECAUSE OF DUTY six of them died yesterday morning from Communist gunfire on the almost forgotten front of the 38th Parallel in Korea," Johnson said.

He said those Americans were slain because the Communists still believe that



"Gentle Thursday" Advocates Pitch for Miss Campus Chest
... Jeff Shero (left), and John Clay call for 10-cent votes for variety of campus idols and "enemies."

Males Leading Field

DiNino, McCormick, Roger Ramjet Vie for Miss Campus Chest Title

By SANDY SCHLINE

What if Miss Campus Chest of 1966 isn't female? The possibility of a male winner in this year's election looked possible Wednesday afternoon as Vincent Di Nino, University band leader, ran neck and neck with Leonard McCormick, graduate student, and Roger Ramjet, a comic strip character on the "Uncle Jay" television show.

The odds of Cassius Clay or Candy Barr or even "Bomb Hanoi" winning appeared remote as Di Nino time and again pulled ahead. Finally the scene took on feminine appeal when Betty Boertz, an Alpha Xi Delta member, entered the race. By 5 p.m. Dot Nelson, a Zeta Tau Alpha sister, placed number one with Betty in the number two spot.

THE RACE, annually sponsored by Kappa Alpha fraternity, has the old time flavor of barking as political, sports, and movie star names are jotted on the blackboard in front of the Texas Union.

For 25 cents, a name, fictitious or real, can be entered.

Every vote costs a dime, and all proceeds go to charity. A vote can be negative or positive. For instance, LBJ received all negative votes. If he received a positive vote, the previous number of votes was reduced. On the contrary, negative votes for a name having only positive votes were counted as positive.

"NEGATIVE VOTES only mean that the voter is against the person listed," said one KA barker.

Ambiguous names such as "girl in orange" were dropped if there was no room on the board to place another candidate. "And who will vote for sex, Sigma Epsilon Chi the international fraternity?" shouted a barker. Passers-by were aroused and came nearer. Someone dug into his pocket, pulled out a dollar, and voted for Ho Chi Minh or Timothy Leary.

FEW VOTES were cast for Pussy Galore, The Rag, Me, Genzer the Nazi, or the Mickey Mouse Club.

The race is a three-day contest ending at 5 p.m. Friday.

Last year Alice Reilly, a member of Alpha Delta Pi sorority, won Miss Campus Chest. The second runner-up was Di Nino.

"IF THE WINNER is a male, his name will be inscribed on a plaque to show him recognition, but we'll give the prizes to the second runner-up, hopefully a female," said Tom Axelrad, chairman of Miss Campus Chest.

The prizes involve "about \$75 worth of merchandise on the drag and a trophy." Included are dinner for two at Cambridge Towers, a \$30 gift certificate from Sarah Gee, flowers, a hair re-styling at a beauty shop on the drag, and two-week membership at Trim and Swim Health Spa.

The most that KA has earned for Campus Chest through this contest is \$2,000. By 5 p.m. Wednesday, KA had collected \$269.45. The contest has been a yearly event since 1950.

Not all the money trickling into the black ash can come from passers-by. Sometimes a sorority will give a check for a large sum to back a girl, and sometimes a sorority and fraternity together will back a candidate.

WHILE VOTERS HURLED negative and positive votes, auctioneer Charles Aycock, a University law student, sold approximately \$879 of merchandise for Campus Chest.

The highest bid was \$215 for the Tri-Delt pledge class. Alpha Tau Omega fraternity pledges bought them plus the Chi Omega pledges and ended up spending \$320, the most money spent by one party.

Only
2
Days

Remaining to Apply
For Absentee Ballots
For General Election

W. W. Heath Resigns

Death, Exile, Disillusionment With West Residue of Hungarian Struggle for Freedom

W. W. Heath announced Wednesday his resignation as chairman of the University Board of Regents. His resignation will become official on Dec. 1, thus concluding his second two-year term. He will remain on the Board as a regular member.

Heath commented that this post was his "most rewarding experience" in his more than 40 years of public service. The experience has been rewarding not only to Heath but also to the University.

Under Heath's chairmanship, the University made numerous advancements and achievements.

Foremost among these advancements was the integration of student housing. It was not a quick and easy task to accomplish, but it was done peacefully and without violence. The faculty also has been integrated with the addition of several Negro professors.

Also during this time, faculty salaries were raised, and the number of endowed chairs and professorships has greatly increased. The size of the University System grew with the addition of Arlington State College and South Texas Medical School. The Main University also has grown with new buildings already built, others currently under construction, and others due to be built.

Other accomplishments, too numerous to mention, also were achieved.

And his steady service to the University was not done without personal sacrifice. Heath commented that business and professional commitments in the months ahead make it impossible for him to give the time required of the chairman. As chairman, he undoubtedly had to break many personal commitments. One former chairman of the Board once commented that the cost of holding the chairmanship amounted to \$50,000.

The Daily Texan has not always seen eye to eye with Chairman Heath on some policy decisions, but it certainly respects him for his leadership as chairman of the Board.

Latin Arms

Several South American countries have announced that they will purchase jet fighter planes. The United States will sell \$20 million worth of aircraft to Peru, and Great Britain will sell a similar amount to Chile.

President Johnson has emphasized that it is unfortunate that underdeveloped countries should purchase arms when funds are needed for economic development. We agree, but wish that action would have followed words.

South America holds great potential for modern development. Its resources are plentiful. The Amazon River Valley could be the breadbasket of the world if it were developed. Unfortunately, the money which could be spent on economic and social advancement is now going to be spent on arms.

Although weaponry might be needed to combat subversion in these nations, it would be far better to rid the causes of the social discontent which creates subversion and revolution.

Progress has been made in these countries in education, economic integration, and modernization of agriculture and rural living. More financial aid is needed to continue the work. In the long run, the money spent on the warplanes may well have been better spent on social reforms.

Grassroots Philosophy

"What two documents," asked the teacher, "have contributed the most to our government?"

A student answered immediately, "Forms 1040 and 1040a."

—The Huntingburg (Ind.) Independent

By ELLIOTT WEST

Of The Daily Texas Staff

A decade ago today, Hungarians were enjoying their last few hours of freedom. Rather than live only to survive, accepting a system they knew combined brutality and hypocrisy, they had rebelled.

Russian tanks fled Budapest and the AVO (secret police) slipped underground. The Hungarians had struck out at their government in the name of every Western democratic tradition.

But some critics claim that to the Western powers-on-high, the teenager who died on Brody Sandor Street was a Saint Joan—hailed in death, but embarrassing while alive.

A CROWD began to gather in Budapest before the statue of General Joseph Bem on the afternoon of Oct. 23, 1956. Bem was a Polish nationalist who had fought with the Hungarians in 1918 against Austrian and Russian forces.

At the rally, students demanded an end to Russian exploitation of Hungarian resources and greater independence. The crowd moved to Radio Budapest and asked to broadcast the request.

"We wanted to let everyone know what was happening. We knew they were for us. They told us they were for us on their radio (Radio Free Europe), and now we wanted to answer," said Father Lachazy, a priest who had been at the rally.

Outside the station, the people sang a nationalist song of the previous century:

"Long live Hungarian freedom,
Long live our native land."

ON THE SAME DAY, President Eisenhower addressed the United Brotherhood of Carpenters and Joiners. Polish nationalists recently had rioted, demanding a more independent course for their nation.

Speaking of the Poles, Eisenhower patted backs with words: "Illusion is no substitute for freedom . . . The fruits of imperialism are discontent, unrest, and riots . . . until the tyranny exercised over them dissolves or is expelled . . . freedom is not erased by the fear of guns."

The first bullets of the Revolution cut into the crowd in front of the station and struck a woman. Her body was passed back through the ranks, and a roar of rage followed it.

Someone brought a grenade, and the heavy wooden doors went down.

"THE US MUST NEVER compromise the fundamental principle that all peoples who have proved themselves capable of self-government have a right to an independent government of their

own free choice," Eisenhower continued in his speech.

"We should help those freedom-loving people who need and want and can profitably use our aid that they may advance in their ability for self-support."

Russian tanks patrolled Budapest all day the 24th and shot at any movement. "By the 25th, everything was quiet. The Russians thought they had won. Some of them even joked with the people that night," recalled the priest.

THE PEACE, however, was only a lull. Hungarians were waiting for the Russians to relax and for help from Americans under a UN banner.

The next day fighting broke out in all sections of the city.

On the 25th, the President gave the first official US stand on the revolt:

"The demands reportedly made by the students and working people clearly fall within the framework of those human rights to which all are entitled . . ."

"The United States deplores the intervention of Soviet military forces . . . The heart of America goes out to the people of Hungary."

IRONICALLY, the only military help given Hungarian freedom fighters during the revolution came from Russians—soldiers who had been stationed in Hungary long enough to develop bonds with the people.

On Oct. 26 when AVO machine guns riddled the crowd before the Parliament House, Russian tank commanders swivelled their turrets from the people and silenced the guns.

Another priest, Brother Imre, arrived in Budapest on the 26th. He had escaped from a rural prison when the Hungarian guards opened the gates.

"The fighting really began that day. Tanks tore buildings apart. Somehow, the people had gotten guns," he said. Russian soldiers had seized the Kilian barracks and were giving arms to the freedom fighters. Barricades appeared throughout Budapest.

"THE PEOPLE who fought were so young, under 20. Many were girls. They would drop gas bombs on the tanks, or stretch cables across the streets to stop them," recalled Father Lachazy.

"They would even run up to the tank and put bricks in the treads, then jump on top and try to shoot in. They were 14 or 15, and they would just be shot down."

Tibor Zador, first secretary of the Hungarian legation, met with US Undersecretary of State Murphy on Oct. 27. He noted that Soviet forces had been forced to quell a "riot." Student demands had been met, he said, but "Fascists" had taken advantage of the situation.

Russian, more Hungarian goods for Hungarians, and a free press.

A LARGE CROWD, including many workers from the Csepel factory complex, applauded the statements, and a rally was scheduled for the next day, Oct. 28.

Hungarians are of the Magyar race, a small, tough breed who proved to be the only branch of the Finno-Ugrian peoples preferring violence to a sedentary life.

Sweeping on horseback through the central European plains in 894, the Magyars wiped out everyone around before settling down on the rich farmlands

around the Danube.

As might be expected, a Magyar is not likely to divorce ideas from action. On Oct. 23, a huge crowd cheered the demands of the intellectuals, then decided to do something about them. The Hungarian Revolution lasted until Nov. 4.

Today, the Hungarian government controls the nation's student's as firmly as ever. Learning from the revolt, however, the Kadar regime has made limited concessions to lessen unrest.

"THE KEY is 'lessened exploitation.' After the Revolution, exploitation was reduced, resulting in a higher standard



—AP Wirephoto

Troops March in East Europe

... but they fought against freedom fighters 10 years ago.

Murphy replied that the United States was "very much interested in the humanitarian aspects of the situation and hoped that something could be done to alleviate the suffering."

THE HUNGARIANS continued to fight, trying to hold the Russians at bay until help could come from the West.

"I told them, 'Wait, someone will come.' Most of us had listened to the radios before the revolution and really believed the UN would send help—American soldiers," said Brother Imre.

On Oct. 28, John Foster Dulles, US Secretary of State, issued a statement that the "government of the United States is actively concerned with the suffering caused the Hungarian people by the street fighting and military operations in Hungary. It has been in constant touch with the American Red Cross . . . It will continue to pursue this matter vigorously. It is understood that the Red Cross societies of 30 countries have made offers of assistance."

THE RUSSIANS retreated from Budapest on the 29th. Hungarians met all over the city, scores of parties were formed and the people began plans for

a government of their own choosing.

The first western newspapers appeared on the streets only to be sold within minutes. The free radio station crowded victory to the world and asked for western troops to secure the new nation.

"Everyone was so happy. I looked in my parents' closet for my vestments—the communists had not let me wear them—and put them on, then I went to my local meeting to speak for the Church. It was wonderful," said Father Lachazy.

On the Suez, however, the US was having other problems. British and Israeli troops threatened to occupy the canal that Nasser had decided was his.

SECRETARY DULLES announced that Americans did not believe force was the answer to the problem, and pressure was applied on Great Britain for removal of its men.

The United States found itself awkwardly alongside Egypt's protector, the Soviet Union, while Russians were killing students in Budapest.

Eisenhower, who had enjoyed a tenure without major crises, faced a pair of

them in early November, 1956. Moreover, it was election week, and George Gallup liked Ike.

SO THE US defaulted in the face of diplomatic complexity and the ballot box. Eisenhower abandoned any idea of US intervention. Hope dimmed even more for UN action, all but impossible from the start because of the Soviet veto on the Security Council.

The Russians retook Budapest on Nov. 4 after a four-hour bombardment. New streamlined tanks ran interference for Mongol soldiers who had never met a Hungarian.

Lachazy was in his parents' apartment when a tank rolled up his street and sprayed bullets into the buildings to either side. A shell hit the roof three units away, and a woman was screaming next door.

Both Lachazy and Imre slipped across the border to Austria during the next week. Today, they live in Dallas.

EVEN AFTER resistance had been crushed, the workers in Budapest staged a general strike. Then railroad cars filled with Hungarians began to make their way across East Europe towards Russia, and the restored puppet government announced that things were returning to normal.

And the people still managed a final note of humor. Posters appeared one morning on the walls around Budapest:

WARNING:

"Nine million fascist counterrevolutionaries, all of them former factory owners, bankers, and cardinals, are hiding in our country, primarily in the workers' quarters of Budapest. Fortunately, there are still left six true Hungarians who have formed a government to save the country."

On Nov. 16, the US delegate to the United Nations announced, "We cannot remain silent while Hungarian men, women, and children are forcibly deported . . . The United States believes that the Assembly must take immediate initiative to meet this tragic situation."

THE HUNGARIAN Revolution left a residue of disillusionment.

Communists and their sympathizers over the world registered disgust at the open brutality shown at Budapest. Some Americans for the first time felt shame at their country's performance.

And the freedom-fighters themselves faced either a return to Soviet domination or a life away from their homeland. Many of them saw the West in a different light, and perhaps asked themselves, as the soldier asked Saint Joan, "Well, what do they all amount to, these kings and captains and bishops and lawyers and such like? They just leave you in the ditch to bleed to death."

—E. W.

Liberty, Demands of Intellectuals Still Withheld by Kadar

The Hungarian intellectual, who triggered a revolution 10 years ago, enjoys no more freedom today under the Kadar regime.

In 1956, students in Budapest organized discussion groups within the DISZ, a Russian-led student organization. Intellectuals in these gatherings later formed the Peto Club and began to meet secretly for political discussion.

The day before revolution broke out, these students gathered in a high school auditorium and demanded the removal of Russian troops, better living conditions, an end to the forced teaching of

Russian, more Hungarian goods for Hungarians, and a free press.

A LARGE CROWD, including many workers from the Csepel factory complex, applauded the statements, and a rally was scheduled for the next day, Oct. 23.

Hungarians are of the Magyar race, a small, tough breed who proved to be the only branch of the Finno-Ugrian peoples preferring violence to a sedentary life.

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Today, the Hungarian government controls the nation's student's as firmly as ever. Learning from the revolt, however, the Kadar regime has made limited concessions to lessen unrest.

"THE KEY is 'lessened exploitation.' After the Revolution, exploitation was reduced, resulting in a higher standard

of living," said Dr. O. H. Radkey, professor of history.

"Russia did not drain Hungary as much as before, but they control them just as strictly. Hungary is not any freer," he explained.

Industrial products had been siphoned by Russia since the end of the war, but since 1956 more agricultural produce and factory goods were allowed to serve domestic needs.

BAUXITE, A CLAY necessary for production of aluminum, continued to be transported to Russia.

Dr. Radkey, who teaches Russian and Central European history, also noted

that there are many Soviet troops still in Hungary and East Europe.

Freedom of Press still is denied the intellectual under Kadar. All information from outside Hungary filters through the communists news service, and discussion groups such as the Peto Club are more strictly policed than ever.

"The people are shackled, and they can do only what their government wants them to," Radkey said.

Although their drive for lessened Soviet exploitation was indirectly successful, the Hungarian intellectuals gained little else from their fight for freedom.

—E. W.

The Firing Line

Tax, Not Tuition

To the Editor:

The Oct. 16 Daily Texan featured front page coverage and "con" editorial comment concerning tentative recommendation by the Texas College Coordinating Board for a tuition increase in all state higher learning institutions, which could, according to the story, include altering the present semester flat-rate charge to one of a per-semester hour charge. I agree with the Texan editorial, which preferred raising taxes to increasing tuition in financing higher education. Unless tuition is raised to a near prohibitive level, it will never finance more than a minor part of college costs, thus taxes will continue to shoulder the major aspect of this cost. If tuition must be increased, it should be kept nominal, for it makes little sense to inflate educational expense and then disperse more funds to financially depressed students through the universities' financial office. Above all, we

should retain the present method of flat charges per-semester, and leave the more complex per-semester hour tuition system to the private universities.

Wylie F. Atkinson III
2802 Whitis

CEC Buses

To the Editor:

I think it is very beneficial to University students to be able to attend the cultural entertainment activities provided by the CEC. However, this past week the advertised charter bus service was not made available. Several students waited at Kinsolving for over an hour, and that was only one stop. I'm sure that many students missed the Ballet Folklorico of Mexico because they had no transportation. It would certainly be interesting to know the excuse offered by the bus company, or even better, why The Daily Texan advertised a non-existent service.

Joyce M. Cowan
1103 W. 24th St.

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Senate Race

Finances, LBJ Popular Topic

By the Associated Press

Money and the prospect of a campaign appearance by President Johnson dominated the Texas political news Wednesday.

Preliminary expense and contribution reports filed with the secretary of state showed Sen. John Tower outspending his Democratic rival, Atty. Gen. Waggoner Carr, \$313,610 to \$189,018.

CARR SAID in Jefferson County —where Tower also was campaigning — that persistent reports that Johnson would campaign for him Monday were only rumors — "There is nothing definite on such a visit at this time."

The financial reports indicated more than 19,000 individual campaign gifts to Tower, totaling \$305,220, compared with Carr's \$127,120 in 1,500 individual contributions. As for out-of-state money, which Carr made a campaign issue, Tower reported gifts of \$7,724 from 18 other states, including \$698 from 49 Connecticut donors.

Tower supporters — 352 strong — turned out for a breakfast in Beaumont, where he was introduced by former Atty. Gen. Will Wilson, a Democrat. Tower said Carr is a "professional promoter . . . seeking to salvage his losing campaign in this final week by promising everything to everybody."

"HE TELLS conservatives he will work against our senior senator (Ralph Yarborough) in Washington and he tells liberals he'll work with the senior senator," Tower said. Congressman Jack Brooks said in Beaumont that Yarborough "has told me personally he will vote for Carr" and that the entire Texas congressional delegation backs the Democratic nominee.

Carr campaigned through the Beaumont-Port Arthur-Orange area with a 56-car motorcade. Jefferson County commissioners proclaimed Wednesday as "Waggoner Carr Day" in the county. AND IN WHAT has become a traditional gesture, Gov. John Connally ordered that state offices be closed for the day at noon Tuesday to "give employees ample time to vote."

Tower said at a San Antonio news conference that he has learned "from usually reliable sources" that the Johnson administration has agreed to appoint a Mexican-American to the Equal Employment Opportunity Commission. He said that although a Californian has been mentioned to fill the post, he personally backs Bob Sanchez of McAllen, a Tower supporter nominated for the job by Yarborough.

Building Has New Hours

A new evening schedule for student use of the Art Building has been announced by Dr. Donald B. Goodall, chairman of the Department of Art.

Students may have access to the Art Library and the art laboratories from 7 to 10 p.m. Tuesdays through Thursdays.

The University Art Museum, however, will not be open in the evenings except on announced dates.

The Eugene C. Barker Texas History Center, used as the University library until 1934, originally cost \$280,000.



Gamma Alpha Chi Receives Award

Dianne Sabom accepts award from Dr. Norris G. Davis, chairman of the Department of Journalism, and Dr. Alan Scott, professor of journalism. The University chapter of Gamma Alpha Chi, women's advertising

honorary, won the Bea Johnson Cup for its activities over the past two years. In that time, GAX has had an active speaker program and has taken many field trips.

Riot Film Shown By Birchers Under Fire From Minister

By the Associated Press Dallas

A film entitled "Civil Riots, U.S.A.," shown by a local John Birch Society member to high school audiences was criticized Wednesday by a minister and several parents.

School Supt. W. T. White said the film had not been cleared through the administration headquarters and was shown to the Bryan Adams High School student body "contrary to policy." W. W. CARUTH III, a John

Birch member, showed the film on behalf of the Dallas Committee to Support Your Local Police at what was called a police appreciation assembly. Students are required to attend such assembly programs.

Henry J. Albach III, regional manager of a pharmaceutical firm and parent of two Bryan Adams students, said one of his sons "was so disturbed by the film's content that he called me and asked me to come see it at the second assembly."

ALBACH SAID he was "absolutely shocked by its content—the sum and substance was that the civil rights movement is Communist directed."

The Rev. Wilfred Bailey, pastor of the Casa View Methodist Church, said Bryan Adams students in his after-school church class complained the film was one-sided and implicated both The Rev. Martin Luther King and the Unitarian Church as instigators of the 1965 Watts riots.

ANOTHER PARENT, Mrs. L. D. Roth, said she went in person to object to the film Tuesday through the office of Principal Robert B. Harris.

Harris and Asst. Principal Alvin R. Withrow had asked for the showing at their school after seeing the film at a service club and not finding it controversial, said Garland Read, audio-visual coordinator for the Dallas schools.

Albach said he intended to protest the showing to the school board at its Nov. 9 meeting.

HE SAID THE FILM indicated that The Rev. Mr. King, Bayard Rustin, and any number of civil rights leaders were promoting the Communist cause and that the Communists are behind all civil disturbances.

"This was all done by innuendoes, but it comes as an official statement of the Dallas schools, since it was shown at school, and I'm very much concerned about our children being indoctrinated with Birch Society propaganda, or Communist propaganda, or any propaganda," Albach said.

Albach said Caruth followed the film with remarks about how riots could happen in Dallas.

Students for Carr Devise Motorcade

Members of the Students for Carr organization of the Central Texas area will form a motorcade Saturday to the Texas-Baylor game in Waco.

Purpose of the motorcade is threefold: "To stir up enthusiasm for the approaching election, to alert the public to the campaign, and to put Waggoner Carr before the public," Ray Brassard, staff member, said.

The motorcade will leave Saturday at 9:30 a.m. from the Carr headquarters, 900 Congress Ave. A tour is planned of the residential areas of Austin.

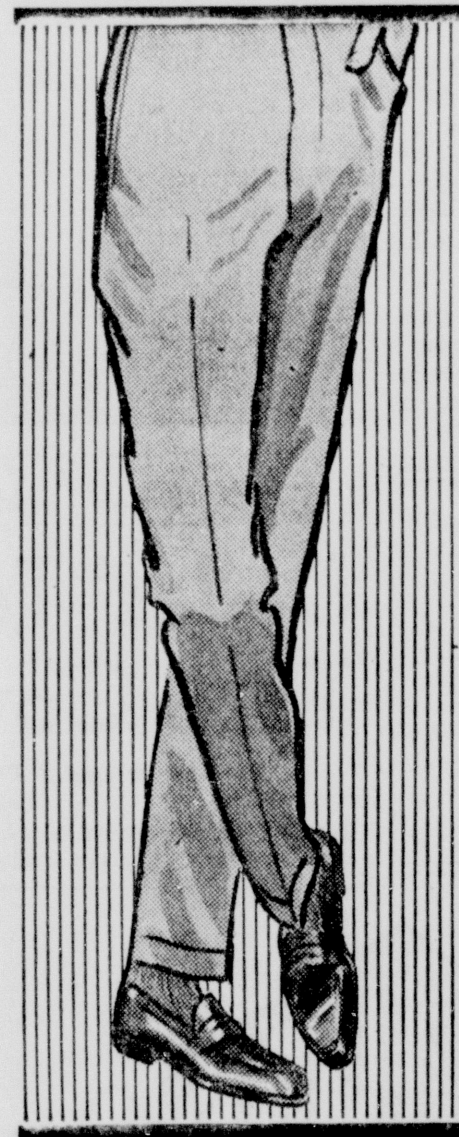
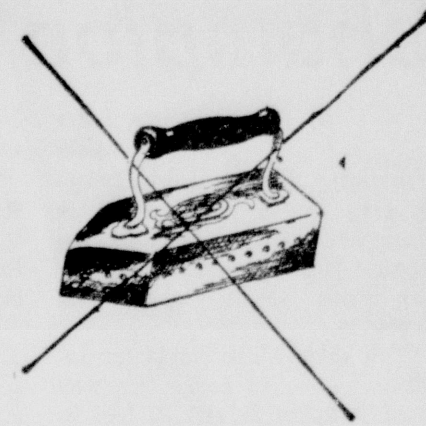
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OK., WHERE'S
duh Ranger?



NOW IT CAN BE REVEALED

On a moonless night in the not too distant past, Black clad Paragons of Evil (a local political action group) lurched purposefully into the University Printing Division, and with maces, curmudgeons, and worn bats, smashed everything but the kitchen sink. Usually reliable sources report that these goons were retained by an unnamed party to seek out and destroy the source of the "Sanctify Memorial Stadium" movement. Whatever dastardly motives brought about this very un-Whatshisface-mother-apple pie deed, The Texas Ranger was an innocent victim of circumstance.

Saddened but undaunted, the Ranger staff, after three days fasting, regrouped and with unity of purpose (an October and a half paycheck the primary motivation) moved the entire operation to the pastoral serenity of Swartz Creek, Michigan. There the staff, working like little ants, produced the Octovember issue in just three days!!

ON SALE
FRIDAY

Texas
Ranger

Money Attracting Champion Athletes

By the Associated Press
Memphis

Olympics jumper Herb Douglas says United States track is falling below that of the Russians because gifted athletes are going into other sports, where the money is.

"You take Willie Davis for instance," Douglas said. "He was broad jumping 25 and 26 feet in high school, but he went into baseball because he could make money there."

"SOME OF TODAY'S basketball players, with all that spring in their legs, could set records in the high jump. Wilt Chamberlain could have made it big in the discus or the javelin throw."

Douglas, who hails from New York, knows what he's talking about. He was AAU indoor broad jump champion in 1945, 1947, and 1948 and won the bronze medal in the 1948 Olympics in London.

He has kept up with the sport, too.

Douglas also said that although Ralph Boston holds the world's broad jump record of 27 feet, four inches, the world's greatest broad jumper was Jesse Owens.

"FOR ONE THING," Douglas said, "Boston's record will go in the next Olympics. Down there in Mexico in that high air, someone is going to jump 28 feet."

"But you take Owens. He held the record for 25 years. And he never concentrated on just the broad jump. He ran the 100, 200, and hurdles. Had he concentrated on the broad jump, he would easily have cleared 28 feet in his day."

As for today's track stars, Douglas picks Bob Hayes, now a flanker back with the Dallas Cowboys pro football team, as just about the best.



A Longhorn Hoodwinker
... Baylor tackle Dwight Hood, whose trick is pure force.

Dallas' Tony Liscio Tops Cowboy Drive

By The Associated Press
Dallas

The Dallas Cowboys waited a long time for Tony Liscio but it seems

to have been worth it.

As key man in the offensive line, Liscio is credited more than anybody with making the Dallas offense tops in the National Football League.

But it was quite a struggle as the 6-5, 264-pounder went through two operations, a staph infection and long stays in the hospital trying to get in shape to play.

COACH TOM LANDRY was asked early this season what had made the big difference in the sudden explosive Cowboy offense that leads the league with 430 yards per game and in scoring with 38 points per contest.

"Renfro and Tony Liscio," replied Landry. He referred to Mel Renfro, shifted from defense to running back. But that was early in the season.

Renfro since has been sent back to the defense because Landry said he was too valuable to be sitting on the bench while Dan Reeves took over his job.

Liscio, however, is another matter. He's the fellow who gave the offensive line just what it needed when he was switched from tackle to guard the second week of training camp and became an immediate hit.

He has the speed to lead plays and has the balance and coordination you expect of a boy who was an all-city basketball star in Pittsburgh. He's one of the best pass blockers in the NFL.

LISCIO'S RETURN to pro football is a story of courage and desire.

In 1964, playing against Philadelphia, he suffered cartilage and ligament damage to his knee. It was operated upon Dec. 3 and he came out of it with a fever—he had chemical hepatitis since he was allergic to the anesthesia. He lost 30 pounds.

He missed training camp and worked out in Aug., 1965, still hopeful of playing when the infection returned. So he sat out all last season.

An operation in January did the job, however, and he got back with the Cowboys in time to lead the offense to its finest showing in seven years of NFL membership.

"I STARTED exercising and working with weights to strengthen the knee in January and worked right up to training camp," he says. "I still didn't have any confidence in the leg, but on about the third day of camp I got a big lick on the knee and it held. After that, I stopped worrying about it."

So have the Dallas Cowboys.

Guards Head Bear Defense

By RICHARD HILL
Of The Texas Sports Staff

Baylor fans aren't just whistling Dixie this year when they sing about their "Good Old Baylor Line."

Standing at a mere 230 pounds apiece is the dynamic duo of Dwight Hood and Greg Pipes, probably the best pair of defensive linemen in the conference. The main difference in the two standouts is that Pipes is a 5'11" medium-sized Bear, while Hood is a giant-sized Bear at 6'5".

Pipes, however, was one of four SWC linemen who were nominated for All-America honors, and he is only a junior!

A 20-YEAR-OLD Fort Worth Paschal product, Pipes had an exceptional sophomore season despite a slow start caused by an ankle injury. He was voted outstanding SWC sophomore lineman by Texas football writers last year.

Pipes has unusually quick hands and is one of the best pass rushers in the conference. Because of his excellent lateral movements, he is also hard to block.

Hood thinks his fellow teammate is one of the best linemen around and is glad he's playing with him instead of against him.

"Greg's the exception to every rule about line play. He doesn't have the height for the pass rush, but he's a great one at it, a natural. He plays off the line and goes up and down it, because he has the speed and quickness to recover. He is the fastest lineman. His size — so low to the ground — and those hands of his make him almost impossible to block."

WACO FOOTBALL enthusiasts have known Hood for more than seven years, he was a standout on the 1962 Waco High School football team. As a freshman in 1963, he was chosen the top lineman in the conference.

At the start of the season, Hood was switched to right tackle to replace Bill Ferguson, who graduated last year. Hood weighed 245 pounds, but for the tackle position, he had trimmed down to 230 pounds working as a lifeguard in Fort Worth last summer.

Coach John Bridgers began re-

shuffling again, however, and Hood was moved back to guard. Senior Billy Burk, who played linebacker his last two years, switched over to the defensive tackle slot.

HOOD IS QUICK and has exceptional speed (he runs the 50 in 5.7). Like Pipes, Hood was named outstanding sophomore lineman and is also a contender for All-SWC honors.

The Green and Gold defense last year was the stingiest against running since the Baylor team of 1951, and this year they have a good chance of beating the old record.

Bear quarterback Terry Southall, who gets to view the two workhorses from the sidelines, says, "Both Hood and Pipes are tremendously strong. They man-handle people getting through to the quarterback or stopping a run. Pipes is consistent on every down. Hood will bring you out of your seat with a big play."



A Gallon of Guard
... in a short container—5' 11", 230-pound Greg Pipes.

Notre Dame, Baylor, USC Picked to Conquer Foes

By WILL GRIMSLEY
Associated Press Sports Writer
New York

This is a good weekend to compare quarterbacks. Terry Southall of Baylor, Gary Beban of UCLA, and Steve Spurrier of Florida all face severe tests. Here's a prediction all come through with colors and footballs flying.

So let's play ball.

Baylor 23, Texas 14: Two teams smarting under last week's setbacks, but Southall and a big line should prevail.

Florida 20, Georgia 14: The Gators also are aching for a big bowl chance and Spurrier looks like the ticket.

Southern California 21, California 13: A big day for Troy—the team and the player, Troy Winslow.

Notre Dame 25, Pittsburgh 7: The Fighting Irish call off the dogs after rolling up a big early score.

Michigan State 25, Iowa 0: The Spartans move ahead toward their Nov. 19 national title clash with Notre Dame.

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Ex-UT Center Award Nominee

A former University center on the 1941 football team, Henry Harkins, has been nominated for the Sports Illustrated Silver Anniversary All-American Awards.

The team is selected yearly from outstanding talent of 25 years ago. This year's team will be composed of men who played on the 1941 teams.

Harkins is owner of an oil and gas well-drilling and production company. His son, Burt, is a member of this year's Longhorn football team.

Fourth NY Giant Lost for Season

By The Associated Press
New York

Larry Vargo, New York Giants' linebacker, will undergo surgery Thursday for removal of a cartilage from his left knee and will be lost for the rest of the season.

Vargo was the fourth Giant lost this year because of knee operations. The others were full-back Tucker Frederickson, linebacker Bill Swain, and defensive end Roosevelt Davis.

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Campus Interviews: Nov. 3

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Aggies' Moorman Doing Good Job

By the Associated Press College Station
Mighty Mo is living up to his clippings and his nickname these days as Texas A&M fights for the Southwest Conference football championship.

He's Maurice Moorman, a rock of a man whose legs are so short they give him a low center of gravity, so he has tremendous body balance.

And he's doing the job predicted of him when he came from Kentucky to play with A&M.

COACH GENE STALLING says Mo has never had a poor game and moreover he won't.

"He has the size, agility, desire, and ability to play good football and he does an excellent job every time he goes on the field," Stallings comments.

The 252-pound junior tackle played at St. Xavier High School in Louisville, Ky., and he came

to A&M by way of the University of Kentucky and Louisville University. The double transfer left him with one more season of eligibility after this year.

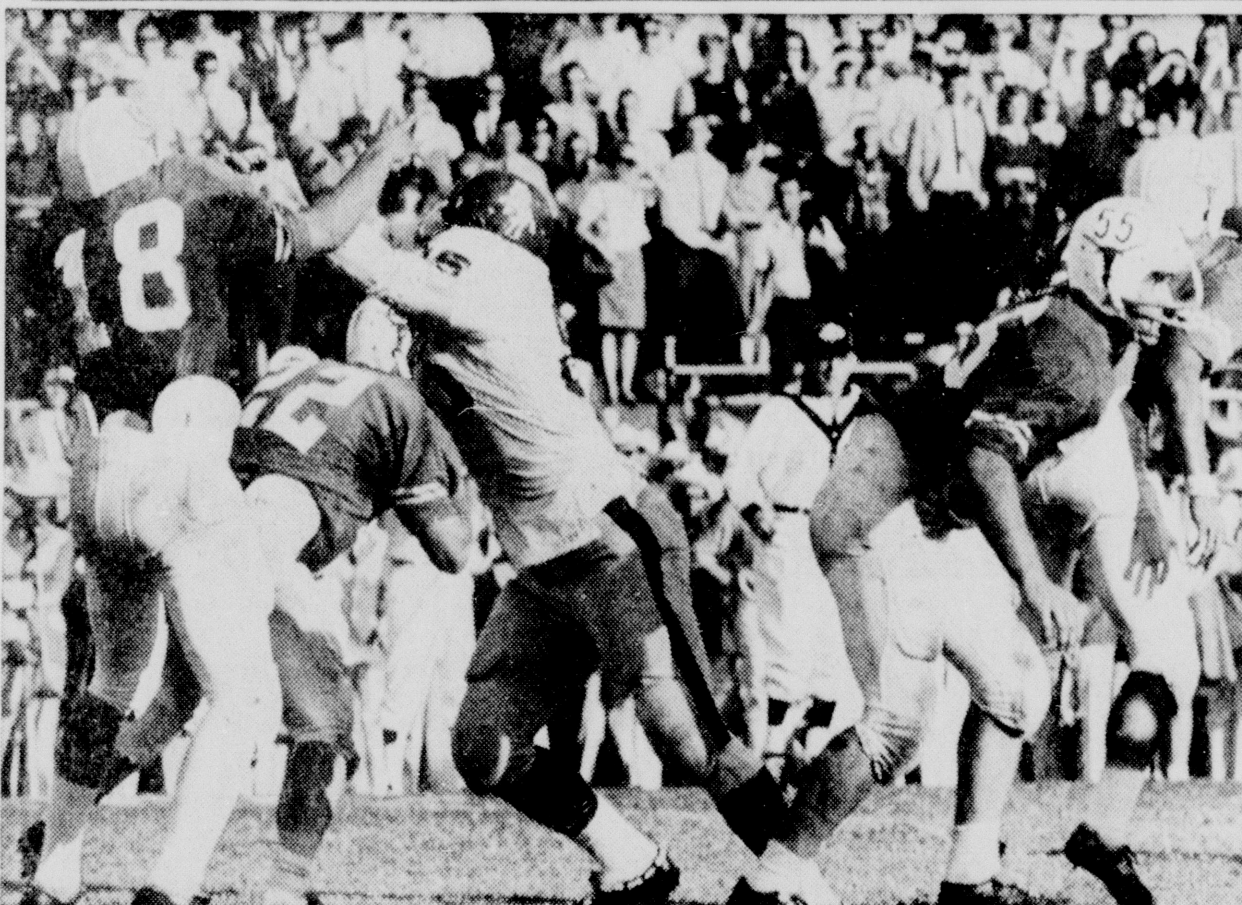
AGGIE COACHES are certain he is All-America right now. Baylor great defensive lineman Greg Pipes evidently thinks so, too.

After the 17-13 A&M victory over Baylor, Pipes said Moorman was "the best blocker on running plays that I've ever faced. He's better than Tommy Nobis was at Texas."

Mo stands 6-5 but can do a double flip off the one-meter diving board. He also is a lot better than average on the handball court where quickness counts.

Stallings says "he's the best lineman I've ever been associated with."

The guy really works at it—he's usually in uniform a half-hour before practice starts.



Say Fellas, Back Here!

... a Mustang crashes in on Bill Bradley (18) as three teammates defend.

Frosh to Play Teams Scouted For Bowl Game

The Texas Yearlings will take on the Texas Christian University Wogs in a battle of the unbeaten Friday afternoon at 1:30 p.m. in Memorial Stadium.

Both teams have a 3-0 season, with the Yearlings beating Baylor, Rice, and SMU. The TCU freshmen have averaged more than 40 points in beating Texas A&M, North Texas, and Baylor.

After the Friday meeting, both clubs will have one game remaining. TCU hosts SMU on Nov. 18, and Texas visits A&M on Nov. 19 to wind up the allowed five-game freshman schedule.

Texas Tech has the only other undefeated record in the conference race, but is idle this week. The Yearlings and the Wogs hold a one-half game lead over the Raiders.

TCU has an eight game winning streak extending over two seasons, and has beaten the Orange and White for the past three years.

In conference games Thursday night, the cellar-dwelling Rice Owlets meet the Texas A&M Fish at College Station. Rice is 0-3 for the year, while the Fish have split even, 1-1.

The Arkansas Pigs, who have won one game out of three, will

face North Texas State in Denton.

Sharing the conference basement with Rice are the Baylor Cubs. The Cubs will face the second-place SMU Ponies in the Cotton Bowl in Dallas Friday afternoon. SMU has a 2-1 record, while the Cubs are winless at 0-3.

In another game in Austin Friday night, the McCallum Knights take on the Austin Maroons to decide the 13-AAAA South Zone schoolboy title. The Knights are currently ranked fourth in the state.

Injured Arkansas Player Still in Critical State

By The Associated Press Houston

Claude Smith, University of Arkansas football lineman, remained in critical condition Wednesday in Methodist Hospital where he underwent emergency brain surgery last Sunday.

Smith collapsed in the dressing room in College Station Saturday night after Arkansas defeated Texas A&M. He was kept out of action last season because of a cranial blood clot and in the week-end operation doctors removed such a clot.

By The Associated Press Dallas

Cotton Bowl representatives will see two games Saturday as they start the scouting procedure aimed at obtaining a visiting team for the Dec. 31 football classic.

The Southwest Conference champion is the host team but will not be known for several weeks. Southern Methodist is now leading the race.

Field Scovell, co-chairman of the selection committee, will go to Lawrence, Kan., to watch Nebraska in action against Kansas.

James H. Stewart, president of the Cotton Bowl, and Ken Dowell, a director, will be at Jacksonville, Fla., to look over Florida against Georgia.

Those are the only games to be scouted this week. Others will be added next week.

The mail sale of Cotton Bowl tickets closed Tuesday and the 25,000 tickets available to the public were oversubscribed by about 20 per cent.

These will be all the public can buy. Bond-holders of the Cotton Bowl get 20,000 and the remaining 30,000 go to the competing teams.

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Landry Says

Cowboys Face Hardest Race

By The Associated Press Dallas

Coach Tom Landry of the Dallas Cowboys said Wednesday that his team had the toughest road to an Eastern Conference championship in the National Football League although it now was in a virtual tie for the lead.

He made the comment at his weekly press conference as Dallas prepared for a three-game swing on the road, opening Sunday at Philadelphia.

AFTER PLAYING Philadelphia, the red-hot Washington Redskins, and Pittsburgh, the Cowboys return to Dallas for a Thanksgiving Day clash with Cleveland, the only team to beat the Cowboys this season and still the team Landry thinks is the best balanced in the field.

Landry rated Cleveland better than St. Louis, which now leads the Eastern Conference race. He said St. Louis thus far has had the knack of getting "up" every week although its offense has not clicked as it should and would need to do.

Explaining why Cleveland had lost two games instead of only one as have Dallas and St. Louis, Landry said those losses were to Green Bay by a point and to St. Louis in a close one that was decided in the final stages. They could have gone either way, he declared.

DALLAS BEAT Philadelphia 56-7 in their first meeting this year but Landry said there would be no such score as that Sunday. He explained that Philadelphia had changed its defense from the stunting type, with blitzing at a minimum, and was much better on offense now than it was a month ago.

"I have been in games where the margin was 50 points and the next time it was a tossup," Landry said. "I think the game with Pittsburgh can be put in that category."

Landry said the Cowboys offense was below standard and he based its decline on so many pass interceptions and crippling

penalties.

"THIS IS SOMETHING that just happens, though, and is no indication that our passing is off or that we are doing too much holding," he said. "There is holding on practically every play in the NFL but not much of it is intentional. It can happen inadvertently where it is no fault of the player."

He was pleased with the Dallas defense and said "We showed last week against Pittsburgh (Dallas won 52-21 with the defense responsible for most of the scoring) that we should be a very good defensive team."

Dallas again will be without offensive tackle Jim Boeke and may have lost him for the season, Landry said. Boeke has a torn cartilage and didn't play last Sunday against Pittsburgh.

Bridgers Works Two Helmsmen

By The Associated Press Waco

Coach John Bridgers of Baylor said Wednesday he was working both Terry Southall and Kenny Stockdale as starting quarterbacks in practice this week.

Which one will start against the Longhorns here Saturday has not been decided. Southall, the starter all season, has been in a slump. He is team co-captain and a senior.

"It is still a decision I don't expect to make until just about game time," Bridgers said. "I want to take all the time possible to make up my mind, and just hope I make the right decision for the good of our team."

The Baylor head coach, whose team has broken even in six games this season and is 1-2 in Southwest Conference play, said prospects were dim for the return Saturday of injured half-backs Richard Defee and John Westbrook, tackle Mike Jurecek, and linebacker Raul Ortiz.



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CAMPUS INTERVIEWS
November 10 & 11, 1966

by Mr. Carey W. Baker
MBA Program Administrator

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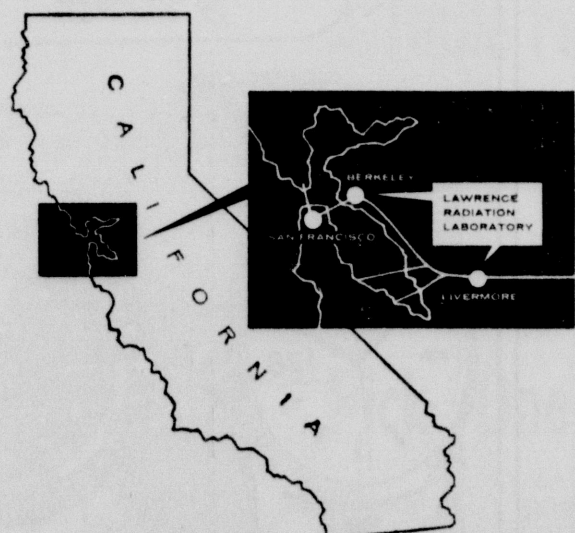
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Curriculum Changes Seen for Journalists

Changes in the Department of Journalism have been announced and the new catalog is being prepared.

Students may now have a first and second minor instead of the previously required 18 hours of English. The first minor is to consist of 12 semester hours, including at least six advanced hours. The second minor is six advanced hours outside of the major and first minor fields.

Students can have a double minor with the approval of the departmental chairman and the student's adviser by combining the first and second minors into 24 or more semester hours in one field outside the School of Communication. The students will be expected to take the courses in the second field that are generally required for students majoring in the field, not to exceed 30 hours.

Changes have also been made in the required courses for ad-

vertising majors. Advertising majors may now choose from Marketing 360, 363, 369K, 370,

Erratic Day Ends In Market Drop

By the Associated Press
New York

The stock market rally faltered Wednesday, backing away from its best early level and showing an inconclusive pattern at the close. Trading was fairly active.

Volume was 6.75 million shares compared with 6.45 million Tuesday and was the largest in a week.

The Dow Jones industrial average, retreating from an early rise of 2.56, closed with a loss of 2.34 at 807.29.

The decline in the Dow industrials, however, did not quite tell the whole story. A hundred more stocks rose than fell on the New York Stock Exchange.

The New York Stock Exchange index rose 18 cents to \$43.66.

The Associated Press average of 60 stocks, however, declined .5 at 296.3 with industrials up .1, rails off 1.3, and utilities up .2. Of 1,415 issues traded, 635 rose and 535 fell. Highs and lows were even at 12 each.

Unlike the previous session when all of the 15-most active stocks advanced, Wednesday there were 10 losers to 4 gainers and one unchanged, Sperry Rand, among the 15 volume leaders.

or 371K for the second marketing course.

Advertising majors may take "six to twelve semester hours selected from the following: Advertising 345J, 347J, 379J; Journalism 301 (if taken in the freshman year), 325, 333, 336, 367, 377K; Marketing 371K if not used in (requirement) 3."

The 6 hours of required economics for advertising majors may be counted as one of the majors.

Freshman Council To Hold Run-Off Elections Friday

Run-off elections for Freshman Council positions will be held Friday from 9 a.m. to 3 p.m. on the Main Mall.

The two run-off candidates for secretary and their votes are Milly Holman, 116, and Gail Spencer, 110.

For advisory board, the candidates and their votes are Wick Allison, 123; Jeff Kline, 122; Les Jankey, 114; Steve Carsey, 154; Steve Gaskins, 137; Braxton Lord, 70; Tom McGregor, 102; and Frances Fuller, 79.

Students desiring a re-count must petition by 11:30 p.m. Thursday.

The Army ROTC was established at the University with the opening of the long session of 1947-1948.



Pledges Try to Get Votes

Phi Kappa Tau pledges serenade Kinsolving Dormitory hoping to convince the freshmen to vote for their pledge brothers in the Freshman Council elections, which were marked by announcement of a new scholarship. In the spring, \$50 will be awarded to

each of 20 qualified members, based on grades and need. The Daily Texan will publish run-off elections. Forty-two candidates enrolled Friday the names of the students in the tiered the elections, seeking posts on the advisory board or as secretary of the council.

Writers' Fete

Authors to Get Awards

Writers Round-Up, sponsored by Theta Sigma Phi fraternity, will be held in the Crest Hotel Nov. 19.

Fifteen Texas authors whose books have been published during the past year will be awarded certificates. The authors were chosen from more than 60 whose names were submitted by publishers. Their books include poetry, fiction, history, biography, memoirs, and children's stories.

Dinner tickets will be \$5 and program tickets, \$2. Profits will go into the scholarship fund of Theta Sigma Phi, an honorary society for women in journalism.

Advance tickets are available from Mrs. Sue Watkins Grasty, research associate in journalism at GR 1-5165.

Geologists to Study Flooding of Stream

Geologists from the University and the University of Colorado will conduct research on an Alaskan stream which floods every year.

From the study, they hope to gain information that will shed more light on the flood processes of other rivers which normally experience only occasional catastrophic flows.

Dr. Robert K. Fahnestock, assistant professor of geology at the University, is the principal investigator for the two-year research program, which is supported by funds from the National Science Foundation.

Dr. William C. Bradley, an associate professor of geology at Colorado, is the co-investigator.

Dr. Fahnestock said the Knik River, a braided, glacial stream near Anchorage, was chosen for the study because it is unique in two ways:

• Each summer, it receives "the abrupt outpouring" of a large, glacially dammed lake with flows equivalent to the 50-year flood on other streams.

• It offers researchers an opportunity in a single season to observe the behavior and deposits of the stream during both normal and extreme flows.

Although gravel-bearing streams directly influence the lives of people throughout the world, the University geologist explained, comparatively little attention has been paid to the hydrology, channel characteristics, and deposits of the rivers.

The Texas-Colorado team proposes to study the changing behavior and deposits of the gravel-bearing river before, during, and after the flood. The research also is expected to shed light on the interpretation of ancient fluvial deposits, Dr. Fahnestock said.

Genile Thursday To 'End Alienation'

"Gentle Thursday" is here. Students may bring lunches to campus and snack on the grass, walk barefooted, sing, and be friendly, for "Gentle Thursday" is the "end of alienation."

Advocating this carefree day members of the Students for a Democratic Society. This world is fast-paced and hectic, and "Gentle Thursday" is a day set aside when people can enjoy themselves and be friendly," Jeff Shero, an SDS member, said.

"Gentle Thursday" is a day when we act like we'd act if the Revolution had already come," Dick Reavis, another member explained. "The Revolution," he continued, "is when no one has to work for a living; no one feels hostility. It's Utopia."

SDS members will sell balloons, lollipops, and flowers for Campus Chest. Colored chalk for people who wish to draw on the sidewalks will also be sold. Reavis will hand out proverbs, some of which will be his own.

Minstrels will wander along campus while a jug band and Rick Kabuki's band entertain.

"Gentle Thursday" was organized in San Francisco this year, and SDS members decided to try the idea at the University. There's one difference. In San Francisco the day was a time for circulating SDS ideas of how a society should be. "This will be no SDS function, but a circus for everyone," Shero said.

Deadline Set For Honors Program

Students interested in entering the English Honors Program this spring have until 5 p.m. Tuesday to apply at English Building 110.

To qualify an English major must be a first-semester junior in the College of Arts and Sciences, have a grade-point average of 2.0 on all work taken at the University, and have a 2.5 average in all English courses above the freshman level.

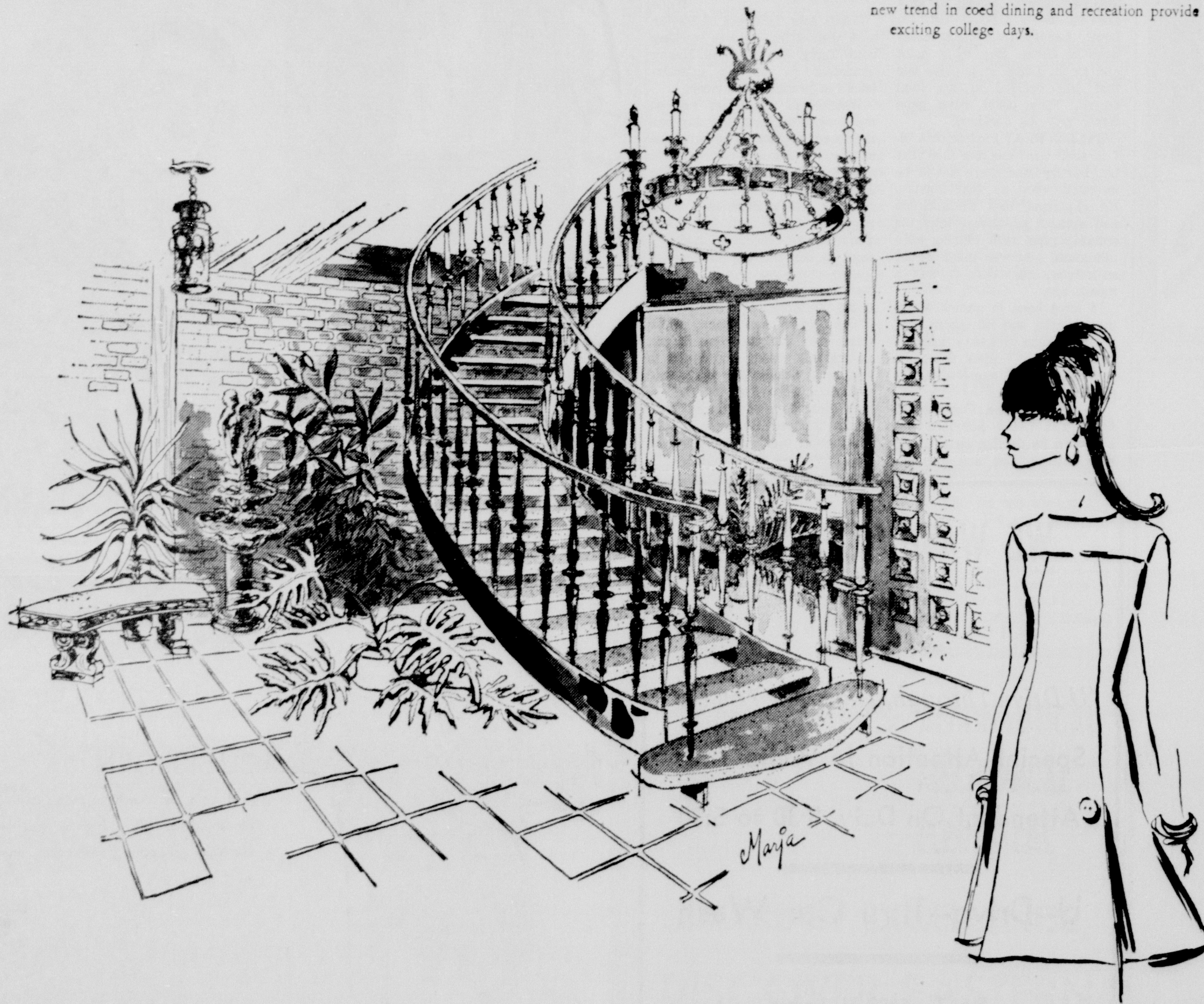
More information will be available from English professors or in English Building 110.

who is the Barefoot Contessa?

Applications for spring semester now being taken, limited openings write Contessa, 2706 Nueces, Austin, Texas

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2 Faculty Members OK Packaging Bill

University spokesmen in the business and communication communities favor the "watered-down version" of the truth-in-packaging bill passed by the US Congress this month.

Dr. Alan Scott, professor of journalism, and William M. Kincaid Jr., teaching assistant in marketing administration, feel that regulation in the field of packaging should come from within business and industry.

"SHOPPERS IN THIS country are careful and shrewd, and they make many comparisons when they buy so that packaging and contents need not be regulated by the government," commented Dr. Scott, who teaches advertising and public relations.

Kincaid says the consumer is more "sophisticated" than some persons believe. He also observes that businesses have been more consumer-oriented since World War II, "recognizing the importance of considering the consumer . . . in promotional efforts and in the developing of new products."

"There are enough laws which tend to keep business honest," he said. "The antagonism of consumers will tend to force businesses to develop their own codes of ethics."

THE VERSION of the bill originally passed by the Senate delegated vast authority to the Secretary of Commerce and to

the Secretary of Health, Education, and Welfare to define "reasonable weights or quantities in which consumer commodities shall be distributed for retail sale."

Numerous new regulations would govern the size of a package, and every label would be scrutinized in terms of typography, layout, color, and embossment.

The House of Representatives, however, favored a much less stringent bill, and when the arguments ended Oct. 10, the Senate accepted the milder version because the House "would not compromise, even on minor issues."

According to Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, "the choice confronting us was to accept it's (the House) version or have no bill at all."

"I wish to emphasize that the final bill is not a packaging bill; it is not a 'truth-in-packaging' bill—rather, it is essentially a labeling bill," he added.

"The labeling features of the bill," Magnuson said, "will provide useful information to consumers; it will give them added protection. Uniformity in labeling will facilitate value comparisons."

Magnuson, who believes the bill is a "step forward" but that (See TRUTH, Page 9)



'Check It for Fine Print'

Beth McEnery discusses food prices and packaging with Alan Erwin (standing) and Fred DuBose at a local supermarket. The "truth-in-packaging" bill may soon affect buying habits of housewives and University students.

Italian Home Cooking Pride of Mrs. Furino

Mrs. Valeria Furino, Italian instructor, likes to mix the serious aspects of her life with the pleasures of being a gourmet. Like most Italian women, she takes great pride in her cooking.

Joining her for a five-course conversation and dinner could prove tastefully educational.

Mrs. Valeria Furino, sponsor of the Italian Club, will speak about "Piccolo d'Italia," souvenir of Italy, at a meeting of the club at 7:30 p.m. Thursday in Business-Economics Building 161.

To start off, let's have one of the Roman ancient recipes, saltimbocca alla Romana." (Jump in the mouth, Roman way.)

A native of Rome, Mrs. Furino

has been on the staff of the University's department of Romance languages since September, 1965. She and her husband, Antonio, son of one of Italy's leading architects, have been in the United States six years.

The Furinos had heard so much about Texas that they decided to make their home in the state. Some of their Italian friends believed they were coming "to the end of the world where men ride in wagons and women wear bluebonnet hats."

"For the side dish, we'll have filetti di melanzane (eggplant filets)."

Mrs. Furino often likes to leave her intellectual pursuits behind to enter the fragrance of her kitchen. She believes that Italians express their enthusiasm and gaiety through some of their favorite recipes.

"THE WHOLE PENINSULA of Italy is a kitchen garden, with truffles from Piedmont to the green sauces of Liguria; from the mushrooms and wine of Abruzzi to the tomato dishes of Naples," she said.

"Next a salad of mixed greens, carrot curls, celery sticks, pear tomatoes, capers, and fennels."

Italians take plenty of time to prepare and enjoy their meals, she said. Shops close for lunch about 1 p.m. and do not reopen until 4 p.m. This gives a person ample time to go home and enjoy a "siesta" after his meal.

Around 7 p.m. the shops close for the day. Dinner is served about 10 p.m. Any night life occurs after the meal. Bedtime is well after 1 or 2 a.m.

"THE CHEESE TRAY will follow served with fruit and hot grissini (breadsticks)."

Italian men are not allowed in kitchens, she said, not even to wash dishes. The women would just as soon have the men out of the way.

Since almost all University students in Italy live at home, they, too, are able to enjoy the elaborate home-cooked meals.

"Then the dessert. What about zabaglione al ghiaccio?"

Italian men still find enough leisure time to go to sidewalk cafes where they sit, eat, and watch "the legs go by."

"Buon appetito."

The Ex-Students' Association was organized in 1885, two years after the University.

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UT Conference Set

Newtonian Studies Revived

A Conference on Newton Studies, which is designed to give impetus and direction to the recent revival of Newtonian studies, will be sponsored by the University's Philosophy Department Nov. 10-12.

This Newton tricentennial will commemorate Sir Isaac Newton's "wonderful year" of 1666, in which his creativity marked a turning point in the history of science.

Philosophers, historians, and scientists from the United States and abroad will examine the aspects of Newton's life, thought, and influence. They will explore the technical and humane aspects of the scientist-philosopher's works.

Technical and generalized papers prepared by 18 scholars will be presented at the conference. Several of the papers will be followed by evaluations from com-

mentators and by general discussions from the audience.

Two sessions of the conference will not have commentators and will be conducted as symposiums.

Chancellor Harry Ransom will conclude the conference with a banquet address in the Driskill Hotel. The other sessions will be held in the auditoriums of the Union Building, Art Building, and Academic Center.

The conference will have the support of the National Science

Foundation. This conference inaugurates a series of biennial symposiums in philosophy, with the second symposium to be held in 1968 on philosophy and the philosophy of the mind.

Dr. Robert Palter, visiting professor of philosophy, with the assistance of Dr. John Silber, chairman of the Department of Philosophy, and Dr. George Basalla, assistant professor of history, planned the conference.

little flip dresses with swiny skirts that swish out from long, low waistlines. In

really great colors. Seen on the large figure, in a straight shot of orange or whitened grape all wool. By

Howard Wolf, it has a welt seamed stand up collar. In junior sizes, 30.00. On the small figure—in bright,

light green or coral rayon acetate crepe, with a gently rolled neckline and a skirt that flares from wedge

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New Regent Head to Come From Board



Board to Meet at University

Regents who will meet in Austin Thursday through Saturday are, from left, Levi Olan, rabbi from Dallas; Walter P. Brennan, San Antonio attorney; Frank C. Erwin Jr., Austin attorney; Frank Ikard, American Petroleum Institute executive; W. W. Heath, retiring chairman and Austin attorney; Jack S. Josey, oil company president from Houston; Mrs. J. Lee Johnson III, art patron and wife of former regent from Fort Worth; William H. Bauer, dredging company president from Port Lavaca; and Herschel Frank Connally Jr., medical doctor from Waco.

ne; Jack S. Josey, oil company president from Houston; Mrs. J. Lee Johnson III, art patron and wife of former regent from Fort Worth; William H. Bauer, dredging company president from Port Lavaca; and Herschel Frank Connally Jr., medical doctor from Waco.

The Board of Regents is composed of nine persons who are nominated by the governor with the advice and consent of the Senate to serve for a period of six years. Since the Regents elect a chairman from within their own ranks, the new chairman will come from the remaining eight Regents on the Board.

They will meet in Austin Thursday through Saturday. Members include eight men and one woman.

WILLIAM H. BAUER became a member of the Board of Regents in March of 1965. He was appointed by Gov. John Connally. Bauer, 58, is president of the Bauer Dredging Co. in Port Lavaca and chairman of the Texas State Bank in Austin.

WALTER P. BRENNAN, 53, of San Antonio, has been on the Board since his appointment by Gov. Price Daniel in January, 1961. He was born in Bowling Park, Fla. and received a bachelor of business and a bachelor of law degree from the University in 1939. He was admitted to the Texas Bar in December, 1939.

During World War II, Brennan served as a special agent for the War Department. After the war he maintained a private practice of law in San Antonio.

Brennan has been admitted to practice before the Interstate Commerce Commission, the Federal Communications Commission, the Treasury Department, the Supreme Court of the United States, and the United States Department of Justice.

He is a member of the Ex-Students' Association, the Federal Bar Association, the Texas Commission of Higher Learning, and the Alamo Heights Chamber of Commerce.

Herschel Frank Connally Jr. is one of three regents whose six-year terms will expire in January.

CONNALLY is a graduate of the University Medical Branch at Galveston and a former mayor of Waco. He served as an Army surgeon in Europe during World War II.

Connally is an active member of the Continental Gynecologic Society, American College of Obstetrics and Gynecology, American College of Surgeons, and the American Medical Association.

He was appointed in January, 1961 by Gov. Daniel.

FRANK C. ERWIN JR., Austin attorney, was named by Gov. Connally to the Board in 1963.

Erwin was born in Waxahachie in 1920 and was a past Secretary of the Texas State Democratic Executive Committee. Erwin received his law degree from the University in 1948.

He is a member of Phi Beta Kappa, an honorary member of the "T" Association, a founder of the Longhorn Club, and a past president of the Travis County Ex-Students' Association.

When asked what he wished to accomplish as regent he said he wanted the best in the classroom, in the laboratories, on the football field, everywhere. His latest action concerned the acceptance of a petition asking for the preservation of a bright orange instead of burnt orange as the official color.

FRANK IKARD, regent from Wichita Falls, was appointed by Gov. Connally upon the resignation of John Redditt, in March of 1965.

Ikard is an executive with the American Petroleum Institute. He lives much of the year in New York City, however, his legal residence is in Texas. He is also a former US Representative from the Wichita Falls area.

Ikard, who was awarded a law degree from the University in 1937, became a judge of the 30th Judicial District. He is a member of the American Bar Association and the Texas Bar Association.

JACK S. JOSEY of Houston was appointed to the Board by Gov. Connally, March 20, 1965. Josey, 45, is president of the Josey Oil Co. in Houston. He is a University graduate, and was president of the University Dads' Association two years ago. He financed the furnishings in the Josey Hon-

ors Room in the Academic Center.

MRS. J. LEE JOHNSON, the only woman member of the Board, was appointed by Gov. Connally in January, 1963. Her husband, J. Lee Johnson, was a regent from 1955 to 1961.

Mrs. Johnson went to Sarah Lawrence College in Bronxville, N. Y., where she received her bachelor's degree in chemistry in 1945. She was married in 1946 and has five children.

She is a member of the Junior League of Fort Worth, of which she served as president in 1954. She has been vice-president of the Fort Worth Art Association since 1949.

Most of her community work has been in the field of the arts. She has served on the Texas Boys Choir; as president of the Board of Trustees of the Amon Carter Museum of Western Art of Fort Worth; as president of the Arts Council of Fort Worth; as vice president of the Zoological Society in Fort Worth; and as a member of the Arts Advisory Council of St. Thomas University in Houston.

She has worked very closely with Chancellor Harry Ransom, when she was president of the Carter Museum.

Her husband is vice-president of the Fort Worth Star-Telegram.

RABBI LEVI OLAN became a member of the Board of Regents in January, 1963, when he was appointed by Gov. Connally.

Rabbi Olan is a graduate of the Rochester, N. Y., public schools, and became an ordained rabbi at Hebrew Union College in 1925.

As a resident of Dallas he has been active in civic and educational affairs. He has been a member of the Board of Jewish Welfare Federation of Dallas; the Elective Board of Circle Ten; and on the Advisory Council of the Dallas Citizens Interracial Association, Inc.

Dr. Barraga Receives Mental Health Award

Dr. Natalie Carter Barraga, assistant professor of special education at the University, was one of five persons who recently received major awards from the Texas Association for Mental Health.

Dr. Barraga received her award for her contributions in the advancement of knowledge about children with handicaps.

English Police Net Security Suspect

By the Associated Press
London

Scotland Yard officers arrested a London businessman Wednesday in what appeared to be the start of the biggest security

Metropolitan Austin includes all of Travis County. Its area is 1,015 square miles and 1960 population was 212,136.

Hogg Memorial Auditorium has a seating capacity of 1,325.

probe since World War II.

Scotland Yard's special security police seized William Cecil Mulvena, 47, a real estate and shipping agent, in a dramatic early morning raid on his seaside home 40 miles east of London.

Mulvena's arrest followed reports that security police were keeping watch on a foreign diplomat believed linked with a US Air Force sergeant who was charged in Los Angeles Monday with spying for the Soviet Union.

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Candidates for bachelor's, master's and doctor's degrees in any of the above fields are invited to schedule interviews with the NRL representative who will be in the

The University of Texas

placement office on

Monday, November 7

Those who for any reason are unable to schedule interviews may write to The Director (Code 1818), Naval Research Laboratory, Washington, D. C. 20390.

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Starlac Recalled After FDA Order

By the Associated Press
Washington

All stocks of the Borden Food Co. non-fat dry milk product Starlac are being recalled from distributors and stores across the nation because of the discovery of salmonella organisms in samples of the product, the Food and Drug Administration announced today.

FDA, which sampled the product, recommended the recall procedure and said the company agreed to this course of action.

The salmonella organism—of which there are more than 1,200 strains—produces gastro-intestinal infection which can have serious consequences.

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Unopposed Woman for Texas Senate to Give Demo Talk

Miss Barbara Jordan, Democratic nominee for the Texas Senate, will speak at 8:30 p.m. Thursday at the Spanish Village, 805 Red River.

Her speech on "Texas Liberals Face the Future" will be before the Travis County Liberal Democrats.

Miss Jordan graduated magna cum laude from Texas Southern University in 1956. She received a law degree from Boston University in 1959.

Formerly legislative assistant for Harris County Judge Bill Elliott, she ran for the Texas House

in 1962 and 1964. She is running unopposed for the Senate seat Nov. 8.

The Travis County Liberal Democrats will present nominations for officers for the coming year. Chairman Bill Thomas, teaching assistant in government, will preside.

Arabs Honor Council

The Organization of Arab Students will hold a banquet for Mayor Lester Palmer and the City Council Sunday at 6 p.m. in the Junior Ballroom of the Union Building. All who are interested

may purchase dinner tickets for \$1.25 until Friday in Union Building 352.

Capote Session Today

A discussion concerning Truman Capote, who will be on campus Nov. 10, will be conducted at 4 p.m. Thursday in the Union Building Main Ballroom.

Dr. Joseph Slate, associate professor of English, and Dr. Joseph Kruppa, instructor in English, will lead the discussion. Questions and comments from the audience will be encouraged.

Capote, author of "In Cold Blood," will present a reading from his own works at 7:30 p.m. Nov. 10, as guest of the Texas Union Speakers Committee. The reading will be held in the Main Ballroom of the Union Building, and will be free to all University students and faculty members.

La Marcha Party Today

A paint and planning party for La Marcha in reverse will be

Campus News in Brief

held Thursday at 7 p.m. at the University "Y." Those coming are asked to bring a paint brush and a worker.

Elections Topic of Talk

Dr. Clifton McCleskey, associate professor of government, will discuss the forthcoming November elections in Texas at a Sandwich Seminar in the Junior Ballroom of the Union Building at noon Thursday.

Dr. McCleskey specializes in American government and politics, particularly Texas politics. He joined the University faculty this fall after a six-year tenure on the University of Houston faculty.

The seminar, sponsored by the Texas Union Student-Faculty Committee, is open to the public.

Baylor Tickets Drawn

Student tickets drawn for the Baylor game totaled 3,741 at the 4 p.m. deadline Wednesday. There were 4,325 tickets drawn for the 1964 Baylor game.

Scholarships to Be Given

Winners of the Borden, Cabot, and Marjorie Darilek Scholarships will be announced Friday at a meeting of the Journalism Student Council in the Faculty-Staff Dining Room in the Union.

The Borden and Cabot Scholarships are awarded to the senior boy and girl in journalism with the highest grades at the beginning of the senior year. The scholarships are \$300 each.

The Marjorie Darilek Scholarship is \$100.

Botany Speech Tonight

Dr. Kenneth V. Thimann, professor of biology at Santa Cruz University of California, will present "Tropisms: The Response of Plants to Light and Gravity" at 8 p.m. Thursday in the Academic Center Auditorium.

Anthropologist to Speak

The University Anthropological Society will hear Dr. Dee Ann Story lecture at 7:30 p.m. Thursday in Business-Economics Building 166.

Dr. Story, assistant professor of

anthropology, is head of the Texas Archeological Research Laboratory at the Balcones Research Center. Her lecture will concern problems in recovery and interpretation of archeological remains of hunters and gatherers. She will use excavations from the Britton Site near Waco and slides to illustrate her lecture.

After the meeting, there will be a coffee in Pearce Hall 5.

Phi Kappa Phi to Meet

Phi Kappa Phi honor society will have a business meeting at 4 p.m. Friday in Engineering Laboratories Building 113. New members will be elected.

Cogdell to Talk Today

Dr. John Cogdell, professor of Electrical Engineering will speak on "Man's Relation to

God" at the chapter meeting of the Longhorn Christian Fellowship Friday at 7:30 p.m. in Union Building 304.

All students are invited. An informal student discussion will follow the talk.

Physics Talk Scheduled

Dr. Harold P. Hanson, professor of physics, will hold a colloquium at 4 p.m. Thursday in Physics Building 121.

The subject, "Soft Voice Comments about Electron Diffraction Data," will be preceded by a coffee at 3:50 p.m.

Please, Male Birds Only

If you had only saved those spare sparrows a little longer.

According to a "miscellaneous wanted" ad in the Nov. 2 Austin American, 10 to 15 cents is the going rate for sparrows of the male variety.

Balcones Research Center is offering this price because it

needs the birds for biological studies.

Let's see... 250 sparrows at 15 cents would be \$37.50.

Stump Speaking Today

Stump Speaking will meet on the Union Patio from 10 a.m. to 2 p.m. Thursday.

YR-Carr Debate Set

A debate between the University Young Republicans and the Students for Carr will be held in the Union Building Auditorium at 7:30 p.m. Thursday. The Topic will be "Resolved: Texas Needs an Effective Senator, Carr or Tower?"

The meeting is open to all students.

Objectivism Talk Set

The Organization for Students of Objectivism will meet at 7:30 p.m. Thursday in Architecture Building 305. The subject for the meeting will be "The Nature of

Language." A question and answer session will be held after the talk.

Needham to Lecture

Dr. Roger M. Needham, lecturer in mathematics and fellow of Trinity College Cambridge, will speak on the "Possibilities for Very Large-Scale Automatic Classification" at a joint colloquium of the Department of Linguistics and the Computation Center at 4 p.m. Thursday in Computation Center 4.

Dr. Needham has worked extensively in the mathematics of classification models and in the application of automatic classification techniques to problems in natural language processing. His talk will consider these areas.

SDS to Hold Meeting

The Students for a Democratic Society will hold a short business meeting Thursday at 7:30 p.m. in Business-Economics Building 51.

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What Goes On Here

11—Dr. Thor Herodes to speak on "Cosmogony of the Solar System," Physics Building 440.
12—Dr. H. Clifton McCleskey to speak at Sandwich Seminar, Junior Ballroom, Union Building.
4—Dr. Harold P. Hanson to speak on "Soft Voice Comments about Electron Diffraction Data," Physics Building 121.
4—Dr. Frank E. Hanson Jr. to speak on "The Firefly Light Organ as a Neuroeffector," Experimental Science Building 113.
4—Lucien Goldmann, visiting professor, to deliver French lecture, Business-Economics Building 151.
5:45—Dinner preceding installation of new officers of Pannellenic Council, Chi Omega sorority house, 203 Wichita.
7:30—University Underwater Society to meet, Union Building 300.
7:30—Students for a Democratic Society to meet, Business-Economics Building 51.
7:30—Dr. Dee Ann Story, Assistant Professor, to speak to Anthropological Society, Business-Economics Building 166.
7:30—Mrs. Valeria Purino to speak to Italian Club, Business-Economics Building 161.
8—Professor Kenneth Thimann to speak on "The Response of Plants to Light and Gravity," Sigma Xi Society, Academic Center 21.
8:15—University Symphony Orchestra to present program with Henry Swoboda conducting, Hogg Auditorium.

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Locations: Southwest—Mid-West—Eastern and Northern states.

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Truth...

(Continued from page 7)

It does not go far enough, said that his committee "will vigorously pursue legislation in the next session of Congress to enact a comprehensive and meaningful packaging bill."

Kincaid, who disagrees with the premise of the bill—that the consumer is being exploited—said that the cost of standardizing packaging would be passed on to the consumer.

"THE BILL IS mostly concerned with alleged deceptions such as a slack fill (not filling a package completely) and the use of misleading names," he said. "There needs to be some restraints put on packaging, but these should come from business and industry, not from government. Businessmen are the last people in the world who want to antagonize consumers; they don't need laws to make them change."

Dr. Scott says that the original bill would have worked a hardship on packaging and promotional efforts and would have been "almost impossible to comply with."

He attributed the difficulty in standardizing packaging to the "great variety of types of packages," such as the plastics, papers, and metals.

ALTHOUGH HE agrees with many who say there are some packagers who deceive the purchasers, Dr. Scott believes it is "unfair to penalize the thousands of honest packagers for the violations of the few."

He also agrees that there are terms used in advertising that are confusing, such as giant for the smallest package of a particular product, but that the confusing terminology can be changed only by self-regulation.

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Where to go... what to do

Language applicants must take the Professional Qualification Test (PQT) as a prerequisite to NSA interviews for employment. Pick up a PQT Bulletin at your Placement Office, the sooner the better. It contains a brief registration form which must be received in Princeton, N.J. by November 25 (for the December 10 test).

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Brahms' Symphony Featured Tonight

The University Symphony, directed by Dr. Henry Swoboda, will perform Brahms' Second Symphony in concert beginning at 8:15 p.m. Thursday in Hogg Auditorium.

The program, which is sponsored by the Student Organizations Concert Series of the Department of Music, will consist of the Bach Suite No. 3 (Overture) in D Major, "Variaciones Concertantes" by Alberto Ginastera, an Argentine composer, and Brahms' Symphony No. 2 in D Major, Op. 73. Written in 1878, the Brahms work has been called his "Pastoral" or Viennese Symphony because of its light heartedness.

The performance marks the second appearance of the 58-member orchestra. Admission to the event is free.

TV View

Martin Casual

By CARL COCHRAN
Texas TV Critic

The 58 minutes between the opening and closing of "The Dean Martin Show" Thursdays at 9 p.m. are filled, habitually, with good entertainment. I have never seen the "Martin" show when it was not, at least, good.

Yet the show's quality and resulting success are not the direct result of Martin's vocal talents. Indeed, his record promoters admit that his album sales are highly dependent upon "intensive instrumental and choral backing."

Martin's television triumph can be summed up in one word — personality. Robert Kotlowitz (senior editor of "Show Magazine") states, "Personality is neither talent, nor glamour. It is that quality that lies deepest and strongest in any artist. It is unmistakable, no matter the quality of his performance or material."

For Martin, personality is a projected casualness, a gimmick (drinking), and a magnetic likability.

But equally important as its existence is the presentation of this personality. The importance of writer-director treatment of personality can be seen most readily by comparing the "Martin" show to others.

In 1963, the "Judy Garland Show" was a monumental failure. Yet Garland is generally considered one of the finest female vocalists of the past decade. She was voted "Best Female Vocalist" by the recording industry

In 1961. Her concerts at the London Palladium, Carnegie Hall, and other international showcases are show-biz history. The hardened directors and technicians of the "Garland" hour often broke into unabashed applause after one of her numbers.

Garland's failure, like Martin's success, cannot be attributed to talent potential. Personality presentation is the crucial factor.

Martin is allowed to be himself (while "Garland" writers, Sultan and Worth, tried to change super-star Garland into another Dinah Shore.) There is little formatting on the "Martin" show. (There is an absence of the weekly, "done with tracing paper" routine that features producer Jewison inflicted on the "Garland" hour.)

And finally, Martin is allowed to retain star status. (An attempt was made to de-glamorize Garland by having Jerry Van Dyke, a show regular, hurl insulting remarks at Judy on the air.)

Having mastered Martin's personality presentation, the producers added little extras that cinched his success. The show's sets are superb. The Les Brown orchestra plays with a wonderful purple fervor. A favorable balance between the time allotted to Martin and the time allotted to his guests has been found. Only frequent repetition of some guests keeps the Martin hour from being as good as possible.

In closing each show, Dean sings "Everybody loves somebody . . ." The "somebody" is Dean himself. The "everybody" is a legion of fans.

Cormier Tickets May Be Drawn

Blanket tax holders may begin drawing tickets Thursday at the Fine Arts Box Office in Hogg Auditorium for the Cultural Entertainment Committee presentation of the De Cormier Folk-singers, who are scheduled to appear in Municipal Auditorium Nov. 10.

"The Folk-singers," consisting of 14 voices, two guitars, and a string base, are under the direction of Robert De Cormier, who is considered a foremost musical spokesman for American folk-song.

De Cormier uses artistic lighting, staging, and vocal blending to aid in interpretive musical presentation. These devices are designed to create the moods required for a global repertoire of folksongs from America, Europe, the Orient, Africa, and the West Indies.

The first half of the program is devoted to the music of North America and will include such songs as "Turn, Turn, Turn," "Sippin' Cider," and "Blowing In the Wind," from the United States. "Mary Ann," and "Alouette" will be sung in honor of Canada.

Songs from Japan, Croatia, West Indies, England, Poland, Cuba, Israel, and Africa will start off the second half of the evening's program. American Negro folksongs will conclude the program with such titles as "Hallelujah," "Stars Shinin' By 'n' By," "Walk Together Children," "Raise a Ruckus," and "March Down To Jordan."

Single admission tickets will be sold at the Municipal Auditorium Nov. 10 at \$2.50 for adults and \$1 for students through junior high school. There will be no reserved seats.

The Longhorn Band was born in a pawnshop in 1900 when a University professor purchased a handful of instruments for \$150.

The Seventeenth Texas Legislature appropriated \$190,000 for the establishment of the University.



Elizabethan Leading Players

Sherry Morris and Terry Dykes, to star Sunday, admire an art piece of a concurrent exhibit at Ichthus Coffee House.

Curtain Club Brings Drama

"Dutchess of Malfi," by John Webster, an Elizabethan drama, is being presented by the University's Curtain Club under the direction of David Grote, club president, and Jay Bell, production manager and photographer, in a four night stand beginning at 8 p.m. Thursday at the Methodist Student Center, 2434 Guadalupe.

In "Dutchess of Malfi" the author has given the lead to a woman—a widowed duchess who remarries a commoner. In the intrigue which ensues, her brothers, feeling that family fortune

and name are at stake, unfold a plot of tragedy. Admission to the play is \$1 for students and \$1.25 for others. Coinciding with the weekend of drama is a collection of hand applied fabrics framed as art now on view to the public in the Ichthus Coffee House of the Methodist Student Center. The artwork, which will be exhibited for two weeks, is on loan to the Center from MAPKA Arts and Crafts of New Braunfels.

Grand Opening Dance Tonight
8-12 P.M.
at
Sloopy's Lounge
2513 San Antonio St. (Behind Raymond's Drug) GR 2-0046
Music by
Soul Society Combo
Happy Hour Daily 5-6

Audition Slated For 'Mac Bird'

Auditions for 25 parts in "Mac Bird," a political satire in Shakespearean language about the contemporary United States, will be held at 8-10 p.m. Thursday and 3-6 p.m. Friday at the University "Y."

The play, written by Barbara Garson, will be directed by Ben Haehnel who brought a New York troupe to Austin recently for two weekends of performances at the Ichthus Coffee House.

Most of the parts to be filled are male. The play will be staged in December at the "Y." The Austin opening will be concurrent with its Broadway opening.

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SNACK BAR OPENS 6 P.M.
FIRST SHOW 6:45
All Walt Disney's 6:45 AND 10:45

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'Night Journey' Will Be Created

"A Dancer's World" leads off Friday night's viewing on KLRN-TV at 9 p.m. with the creation of a ballet by Martha Graham, who demonstrates the procedure to members of her dance group.

The finished product is revealed at 9:30 p.m. in "Night Journey," which is based on the Greek tragedy "Oedipus Rex." In this performance, Miss Graham takes advantage of the added resource of camera close-ups, with resulting dramatic effect.

Choir Needs Alto Voices

The University Russian Choir will meet at 8 p.m. Wednesday in Union Building 300. Female alto voices are needed and no knowledge of Russian is required.

The office of Chancellor was created in 1950 and James Pinckney Hart was the first to occupy this position.

Cinema Plans 'Die in Madrid,' 'Troppo,' Films

"To Die in Madrid," an award winning documentary on the Spanish Civil War, will be presented at 7 and 9:30 p.m. at Batts Auditorium by the Cinema 40 Film Society.

"Allegro Ma Troppo," a short color film which won the grand prize at the Tours International Short Subjects festival, will also be shown with "To Die in Madrid," which was produced by Frederic Rossif.

The University formally opened on Sept. 15, 1883, with a faculty of eight professors and four assistants, and some 200 students.



A Romance Blossoms
Jean-Louis Trintignant and Anouk Aimee film, "A Man and a Woman," showing at the Texas Theatre.

'Man and Woman' Is Simple But Photography Super

"A Man and a Woman," with Anouk Aimee, Jean-Louis Trintignant, directed by Claude Lelouch; at the Texas Theatre.

By GREGG BARRIOS
Too many people are going to be taken aback by this film. They are going to be uneasy and confused. However, those smart enough will just sit back and find that "A Man and a Woman" is one of the most provocative films of this or any year.

Last year, 22-year-old Bernardo Bertolucci's "Before the Revolution" caused the lethargic critics much discomfort in accounting for its uncompromising techniques and story.

Now, a 28-year-old Frenchman, Claude Lelouch has surpassed any one's expectations and given us a fantastic exercise on film.

THE FILM'S BEGINNING suggests Antonioni's "The Red Desert," and the ending evokes

the title reveals, "a man and a woman," a widower and widow, whose children go to the same boarding school. They meet, we learn about their past life, their romance blossoms, and finally, in a moment of crisis, they decide if their love is real. One is tempted to say it is a poetic evocation of the moods, feelings, and joys of love. And it is. But there is much more.

Anouk Aimee as the woman (a film technician) is perfect, perhaps even more so than in her role in "8½"; and Jean-Louis Trintignant as the man (race car driver) is a much matured actor, since his role as Bardot's boyish husband in "... And God Created Woman."

THE USE OF COLOR in "A Man and a Woman" is both fantastic and unique. It falls in that select category of a dozen or so films that have used color photography intelligently. When Lelouch feels color will obstruct the feeling of a sequence, he switches to monochrome.

Above all, Lelouch does the photography for his own films, which is almost unheard of, and Dwight MacDonald, who be-moaned the premature death of cinematographer Gianni Di Venanzo (Eclipse, 8½, Juliet of the Spirits, etc.), might well be comforted, for as a cinematographer alone Lelouch is one of the finest around.

He can use a zoom with such smoothness and feeling that the viewer doesn't sense it.

PERHAPS THE MOST striking feature of this film is the manner in which the director alternates montage and standard scenes.

For example, in a scene where the couple and their children are eating in a cafe, we have a straight cinema verite sequence of unrehearsed, spontaneous dialogue shot in sepia tone; immediately after this scene, as they all go for a boat ride, Lelouch switches to color and employs a wordless musical sound track, as opposed to the music-less dialogue-filled sequence which preceded. He uses this throughout and it works. His use of songs and music to advance the story and mood of the film suggest the ability of opera in movie-making.

"A Man and a Woman" is the film of a man who is young and in love with the medium.

THERE ARE TIMES when Lelouch is over-indulgent, self-conscious, and undisciplined. We could put it down as such, but this is what is great about this film. Too often, we encourage "creativity" among the mediocre, but real bursting creativity appeals us. We try to put it down as somehow "too much." Lelouch's defects would make the accomplished film-makers of a certain genre pale in comparison.

One wonders what will come of his talent, where can it go?

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UT Symphony To Open Season

Moody to Conduct Concert on Sunday

The University Symphony Band, conducted by its new director, Dr. William J. Moody, will perform its first public concert of the season Sunday at 4 p.m. in Hogg Auditorium.

The concert will emphasize the greater diversity that major composers have employed in recent years in writing works for bands. Selections will include overtures, a rondo for percussion soloist, a symphony for band, a French nationalistic march, and works based on English folk songs.

University students who comprise the Symphonic Band will play Peter B. Mennin's "Canzona," Vittorio Giannini's "Symphony No. 3 for Band," Thomas Canning's "Rondo for Percussion and Brass," A. Turle's "French National Defile March," Robert Ward's "Jubilant Overture," Percy Grainger's "Irish Tune From Country Derry," and "Shepherd's Hey," and J. Clifton Williams' "Festival."

George Frock, assistant professor of music department, will perform in the percussion piece. He joined the University faculty this fall, having taught previously at Memphis State University.

Dr. Moody, professor of music and director of bands, formerly taught at the University of Southern Mississippi.

Lecturers Observe Writer's Centennial

The University will mark the centennial of the Spanish writer Ramon del Valle-Inclan (1866-1936) with a series of lectures and other public programs next week.

Valle-Inclan belonged to the group of Spanish writers, artists, and intellectuals known as "The Generation of 1898," which also included Miguel de Unamuno. The centennial of Unamuno's birth was observed at the University in 1964.

Among distinguished scholars who will make critical assessments of various aspects of Valle-Inclan's life and work are Francisco Ayala, one of the foremost contemporary Spanish novelists and now a professor of Spanish at the University of Chicago; Jose Rubia Barcia, chairman of the Spanish and Portuguese department at the University of

California at Los Angeles; Alfonso Manuel Gil, professor of Romance languages at Rutgers, the state university of New Jersey; Jose Luis Cano, poet and critic who lives and works in Spain and who is one of the editors of the influential cultural journal Insula; and Ramon Martinez-Lopez, University of Texas Romance languages professor.

Prof. Martinez-Lopez, who has a Guggenheim Fellowship this year, will return from Madrid to give the opening lecture Monday at 4 p.m. in Business-Economics Building 151. His lecture is titled "Portrait of Valle-Inclan."

Prof. Rubia Barcia will speak Tuesday at 4 p.m. in Business-Economics Building 155; Professor Gil, Wednesday at 4 p.m. in BEB 166; Sr. Ayala, Nov. 10 at 4 p.m. in BEB 155, and Sr. Cano, Nov. 11 at 4 p.m. in BEB 155.

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"My one word description of them is—great." —New York Journal American
"The most exciting . . . overwhelming . . . stimulating . . . interesting . . . heart stirring Choral group I've heard in years." —Cue Magazine
"An entertainment miracle. The audience roared, cheered and applauded." —Billboard

"Delicacy . . . beauty and balance. There is a unique emphasis on the song and its interpretive depth." —Detroit News

THURSDAY, NOV. 10 8:00 P.M.
MUNICIPAL AUDITORIUM

FREE to holders of UT \$18.28 Blanket Tax by advance TICKET DRAWING
FREE to CEC Season Ticket holders
No advance sale of single admissions

Single Admissions: Adults \$2.50 Child \$1
No Reserved Seats Doors Open 7:00 P.M.
CHARTERED BUSES . . . Round trip 25c . . . Watch DAILY TEXAN for bus schedule

THE DAILY TEXAN CLASSIFIED ADS

CLASSIFIED ADVERTISING RATES

Each Word (15-word minimum) 4c
Minimum Charge \$1.20
• Student rate (10-word maximum) one time \$.50
• Each additional time 25c
Classified Display
1 column x one inch one time \$1.00
15 words 25c
20 Consecutive Issues50
8 words 6.00
15 words 8.00
20 words 11.00
(No copy charge for consecutive issue rates.)

GR 1-5244

*NEW, LOW STUDENT RATES

10 words or less for 50c the first time, 25c each additional time. Student must show Auditor's receipt and pay in advance in Journalism Bldg. 107 from 8 a.m. to 4:30 p.m. Monday through Friday.

CLASSIFIED ADVERTISING DEADLINES

Tuesday Texan Monday, 3:30 p.m.
Wednesday Texan Tuesday, 3:30 p.m.
Thursday Texan Wednesday, 3:30 p.m.
Friday Texan Thursday, 3:30 p.m.
Sunday Texan Friday, 3:30 p.m.

In the event of errors made in an advertisement, immediate notice must be given as the publishers are responsible for only one incorrect insertion.

GR 1-5244

Furnished Apartments

FACING UNIVERSITY, nice 3 room brick apartment, fireplace—2 bedrooms duplex A/C. Walk University. GR 6-9444.

COUNCIL

Efficiency Apartments
A/C—Carpeted—Paneled
\$75 month—all bills paid
Call GR 6-2511 after 5
915 West 2nd

Tanglewood East

Very large 1 bedroom luxury apartment with TV cable, disposal, desk and built-in bookcases. Water and gas paid.
\$124.50

GR 7-1064

Tanglewood West

Enormous 2 bedroom, 2 bath luxury apartment. Dishwasher, disposal, TV cable, FM music, large walk-in closets, water, gas paid.
Furnished or Unfurnished
1405 Norwalk Lane GR 2-9614

MANOR VILLA

One bedroom luxury apartment with FM music and TV antenna. Walk-in closets and built-in bookcases. Water and gas paid.
\$97.50

GR 7-2229

2300 ENFIELD Road. A/C, redecorated, clean, quiet, large. Lower brick apartment, nicely furnished, extra roll-away bed, large closets, carpet. No pets. 10 minutes to UT bus. Couple preferred. \$80. GR 2-5662.

VACANCY FOR one boy to share with 3 students. Unusually attractive apartment, refrigerated A/C, controlled heat, tile bath. Completely furnished except linens. Parking. 1906 Nueces. GR 2-3071.

LOW RENT

Unusually quiet 1 bedroom with large kitchen. All bills paid.
\$50

4006 Speedway GR 6-9635 J. M. Rowley nights—GL 2-4888

007

doesn't live here—but you can. Large carpeted room, one bedroom, pool. Water, gas and cable television paid. 10 minutes to campus. \$130. GR 6-1309.

UT MEN

A/C 2 bedrooms, large bath, kitchen. Water, gas paid. Maid, free parking. QUIET POR STUDY. Available units for 1 person, 2 or 3 men. 3 1/2 blocks N. campus. GL 3-3255.

THE TOWERVIEW

1 1/2 blocks east low school—unexpected vacancy. Huge one bedroom—not efficiency—featuring modern danish furniture. Frost-free refrigerator, garbage disposal, pantry, quiet, plenty parking, sensible rates. \$110 month—water and gas paid.
GR 2-8772 GR 2-4666

HALE BLOCK University, shopping, park A/C, 603 Elmwood, L.R. kitchen, large bedroom. \$65. GL 2-4335 evenings.

Tutoring

SPANISH BY experienced teacher. MA Virginia Butler. GR 8-3178.

Printing

Xeroxing—Single Copies
Multilithing
Theses—Papers—Printing
311 East 11th
GR 6-5593
AUS-TEX DUPLICATORS

Houses for Sale

TARRYTOWN—Sacrificing \$15,000 equity for \$4,750. Lovely new Virginia Colonial. Masonry. Vacant. Balance assumption. GL 3-8611.

Roommate Wanted

MALE ROOMMATE. Quiet, studious. Senior—graduate preferred. \$30 month. GR 6-3306.

2 MALE student roommates needed. \$40 plus. GR 2-5258, 2-8 p.m.

Male roommate needed now. \$45 per month. Luxury apartment. Bills paid. GL 2-2253. Also, female roommate needed now. \$45 per month. Luxury apartment. HI 4-3741.

Lost and Found

LOST: 8 month old puppy, black with white and gold stockings; white hair at the neck; gold and white hair on chest and muzzle. Chain collar with diamond shaped tag. Lost since Wednesday. Reward for information or return. 2306 Oldham. GR 6-2017.

LOST: GOLD Bulova watch Friday, October 28th, possibly in vicinity of Bellaire Apartments. Sentimental value. Reward. Larry Wall. 1006-C Prima Plaza. GR 8-5597.

Miscellaneous

STOP PROCRASTINATING! Write something! Author, widely published, offers project assistance. Creative or public relations. HO 5-6025.

For Rent

RENT a T. V-tape recorder \$12.50-15.50 per month. GL 2-4057. If no answer GR 2-2692.

Help Wanted

PART-TIME EMPLOYMENT

The Brown Schools is interviewing U.T. students to work as part-time recreational counselors with emotionally disturbed children. Mature dependable college students are needed to fill these positions. \$1 per hour with meals furnished while on duty. Call Mr. Slagle (Mon-Fri, before 5:00) at GR 8-6662.

SPEECH THERAPIST

The Brown Schools has an opening for a full time speech therapist. This position involves the administration of a speech therapy program for emotionally disturbed and educationally handicapped students. Minimum education of a bachelor's degree in speech therapy required. Experience helpful but not necessary. Benefits include paid vacation, sick leave, and partially paid group hospitalization.

Call Mr. Slagle GR 8-6662 (Mon-Fri, before 5:00)

Furnished Houses

\$75 BILLS PAID! Living room, bedroom combination. Newly redecorated. 2807 French Place. GR 8-7112.

Apartments—Unfurnished

FOR COUPLE only, a 5-room duplex apartment near Stadium. Carpeted, central heat, stove, refrigerator furnished. Utilities paid. \$55. Inquire 2053-B Sabine, weekends. GR 2-1948.

For Sale

CLOSEOUTS: Custom hub caps, "Mag" wheels, glasspark mufflers, skirts, dual exhausts, tachometers, chrome pipes, accessories. Texas Auto, 1114 East 1st.

MUST SELL: 1965 Impala SS convertible. Loaded, new tires, stereo, FM radio. Like new. GL 2-4688.

1966 MGB blue wire-wheels, radio, good condition, must sell. \$1900. See at 841 No. 47 Airport Blvd. EV 5-1725.

MUST SELL: 1966 Falcon Futura, 289, se-lectaire, A/C, radio. GR 8-0694.

FENDER super-reverb amplifier. Cover. Like new. Evenings. GR 2-0673.

1960 AUSTIN Healey, two tops, wire wheels. Best offer. GR 2-1800.

COLOR TELEVISION—\$150. See at 405 East 18th. Apartment E, evenings.

ODE FIVE-STRING banjo, Martin D-18 guitar. Excellent condition. HI 2-7367.

1963 CHEVY, 2-door coupe. Bill Kadish. HI 4-5521.

MUST SELL FAST. Sacrifice 1965 Ducati 90cc. \$185. A.M.-S.W. radio \$35. Call Lewis GR 7-7991 evenings.

90 TRIUMPH TR6. New top, good tires, motor, transmission, and rear end. Real reasonable. HO 5-5533.

PHYSICAL FITNESS! Treadmill, perfect condition. Tones and slims. \$150. GL 2-4171.

GUBBRANSEN spinet piano. Mahogany. \$250. Call GL 2-4171 after 2 p.m.

CLEAN 1965 Pontiac LeMans. \$1995. Can be seen after 3:30 p.m. Call GL 4-4134.

HONDA 160cc. Call GL 8-5813 between 4-7 p.m.

1964 MONZA. Four speed. One owner. Excellent condition. Needs new home. GR 2-6837.

MOBILEHOME, 1965 Hucks 10x55, two bedrooms, central heat and air. \$4,500. GR 6-8371. Ext. 34 (day), EV 5-0441 (evenings).

1965 YAMAHA 60. Great shape. After 6 HI 4-3521. Hurry please.

ROBBERY

It is if you get my 1964 Honda 350cc dream for \$250. Has new rear sprocket tire & chain. Needs piston work (\$40-80). See at rear of Madison House, 709 West 22nd. Call GR 2-7363 after 6 p.m.

EXTRA CLEAN 1961 Ford Thunderbird. All power. A/C. \$12,500. Call Jerry Burleson, GL 2-8111, ext. 281 or GR 2-4144 after 5.

BRAND NEW Suzuki Sport 50. No miles. \$80 off. GR 7-1492.

CALL GR 1-5244 TO PLACE YOUR CLASSIFIED AD

Typing

THESES, dissertations, reports, multilithing, mimeographing. Bobby Delaford. HI 2-7184.

Typing on executive electric by former legal secretary, BBA in secretarial studies. Mrs. Fowler. GL 3-6630.

THESES, REPORTS, LAWNOTES. Sc. Notary. Mrs. Fraser. GR 6-3137.

COMPLETE THESIS-DISSERTATION SERVICE
Meticulous care. Individual attention, and expert typing at reasonable rates.
1834 Prestige Pica-Carbon Ribbon
The Typing Exchange
GR 2-8717

Typing

WOODS TYPING SERVICE. Experienced. Dissertations, Manuscripts. Complete duplicating service for multith, mimeograph, ditto. Reasonable. HO 5-0178.

COMPLET SECRETARY-TYPIST
A complete professional typing service tailored to the needs of University students. Special keyboard equipment of language, science, and engineering theses and dissertations. Inexpensive. HO 5-0178.

THESES, dissertations, reports, law review notes. IBM Electronic, Multilithing, Xeroxing and binding services on request.
GR 8-5894

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THE ISSUE:

PROFESSIONS OFFER A DIRECT RELATIONSHIP WITH OTHERS. DOES BUSINESS?

●● Students tend to view business as a self-directed activity; they view occupations such as teaching, medicine, or law as other-directed. ●●

—Larry Warner, University of Texas

WHAT'S GOING ON?

Last week, Larry Warner, University of Texas student, answered a letter from Robert W. Galvin, Motorola Chairman, which asked: "What's wrong with business?" Mr. Warner raised a number of trenchant issues and this is Mr. Galvin's first reply. Other points will be tackled in subsequent issues of this paper.

The exchange is part of a unique dialogue between campus and corporation—a dialogue that will continue as long as there are points to be made. This and similar discussions will be published in newspapers on over 20 campuses.

Hopefully, this exchange of ideas will help resolve existing differences and serve as a vehicle for mutual respect and understanding.

Dear Mr. Warner:

I think you open a stimulating area for discussion.

The service professions, of course, offer an individual the opportunity to enter into a beneficial, direct relationship with other human beings. But, so does business.

I have a high regard and respect for the professions. I wouldn't try to convince any student motivated toward a professional career that business would be a more worthy choice. However, I have a deep respect for business and the conviction, based on experience, that a business career also carries with it a responsibility to serve others.

A doctor serves his patients and a businessman serves his customers. Business doesn't exist in a vacuum — it exists for people. Its purpose is to anticipate and fill needs—needs that may be frivolous or terribly important.

One of the side-effects of our affluent society is that many of us take a good many of these needs for granted. Most Americans no longer worry about the three basic essentials of life — food, shelter, and clothing. These needs have been taken care of—primarily by business. But man has a host of other needs—to be healthy, to learn, to have leisure time, to be entertained, to communicate. Again, business, in large measure, fulfills these important demands.

It's generally true that when business sets about to fill a need, it has every intention of making money. It's also generally true that when a physician sets a broken bone, he, too, plans to make money. These monies pay sal-

aries, rents, and bills, and also buy cars, boats, and country club memberships. A percentage finances programs of the federal and state governments, via taxes. In business, a slice is plowed back into the company for expansion, research and development. Hopefully, there's also a reasonable return to the stockholders.

As a rule, there's nothing selfish about a business' attitude to either its profits or products. Today, most companies try to provide the best quality product for the price charged. At times, compromise decisions are made where some measure of quality is sacrificed in order to keep consumer costs down. Added features necessarily require added costs. But not everyone can afford a Rolls Royce. That's why there are different priced lines of the same commodity — prices that meet peoples' pocketbooks and demands.

Most businessmen that I know take a genuine pride in their products — be they parasols or pharmaceuticals. Most are motivated by a very genuine desire to fulfill their responsibilities as well as they possibly can. I am quite aware that one can argue about the relative social value of the items produced but one cannot argue with the fact that the American public wants the tremendous variety of products and services currently available.

And, it is business more than any other segment of our society which anticipates what people will want and need—investing millions of dollars in research and development projects whose practical application lies in the near or distant future.

Let me give you an example. You're planning to teach. Our company is active in the field of integrated circuitry, an electronic breakthrough that holds fantastic promise. One such promise is that we'll be able to store the contents of the Encyclopaedia Britannica in a one-inch cube. In a few more years, these cubes—or knowledge banks—can be incorporated in inexpensive classroom teaching machines.

We're not planning to replace teachers with a cube. We're hoping to free teachers from some of the drudgery involved in dispensing information. With

imaginative programming, these cubes will let students be taught how to stretch their minds; how to use knowledge constructively and creatively.

If you're worried about who is going to program the cubes, so are we. We need bright young minds. Individuals who share, with you, a desire for service and a desire to advance the level of life in our society.

People are motivated towards careers for a variety of reasons. I've talked to law students who see their professional degree as an automatic guarantee of social status and financial success. I've heard the same response from business students. This kind of "What's in it for me," attitude exists in every field. It's a natural fact of life. But, there are deeper motivations—to serve; to take pride in one's work; to use one's skills and talents constructively. It's not difficult to achieve a proper balance between the two forces.

There are other individuals who feel that their chosen career is *it*. Who tend to characterize other choices as a waste of time and talent. Who fail to see the common goals and objectives which link all segments of our society. Consider the opinions you say some students have about business.

I hope our discussion will help dispel these attitudes and show how business and the professions work together to help other people—to make our society a better place to live.

Robert W. Galvin,
Chairman, Motorola, Inc.

